



FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

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1.0 INTRODUCTION

Electricity, water and telephone are the basic amenities to the living people. However electricity becomes the most significant needs because nowadays everything needs an electric supply, from the machine in the factory until to the small devices such as mobile phone charger. As the petroleum price and the electric tariff increasing today, which will keep increasing because in our country, we are using the coal plant to produce and generate the electricity to every premises in our country. It shows that we are depending on coal, thus when the price of petroleum increase, the electric tariff also will be increasing.

So, the idea of our business is solar energy system and lighting using fiber optic. We come up with this idea because we sure that the demand of electricity will keep increasing. So this is the alternative way to solve this problem. Fiber optics is a more modern type of lighting in which light is shone down thin strands of coated fiberglass or acrylic. The light emerges only at the end, which means that fiber optic lighting is cool at the point of delivery. Fiber optic lighting can be designed to change colors on cue, and is ideal for places where light is needed without heat, electricity, or radiation. Fiber optic lights are mostly used as decorative accents and for novelty effect. The advantages by using the solar as the resource of the electricity and fiber optic as the medium of the transmitter of the light, it will save the energy. People consume the electric at the higher level. Furthermore it also saves the environment because our system uses 100% natural resource which is renewable and cheap. Furthermore we can reduce our global warming by using our system, this is because solar is the natural resources that impossible to wipe out.

There are several factors why we selecting this business. Firstly because electricity helps us to live everyday but it also gives us a risk for instance shortcut circuit which can kill us. Thus why we come with our product is more safe, convenience, and cheap. Secondly, electricity have the higher demand and the only the Tenaga Nasional Berhad or TNB monopoly power distributor. So we left no choice when the tariff keeps increasing year by year. In the long



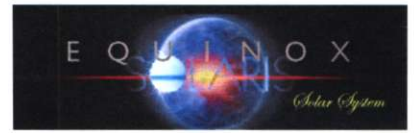
term planning, our product can help the economy problem. How we come so sure? This is because Government of Malaysia spends a lot of subsidies just to help to reduce the electric tariff. If the subsidies are lower, our government can focus on other investment for our people such as education.

"A RM20 subsidy on monthly electric bills is provided by the Malaysian Government to all eligible TNB residential customers. Electricity bills amounting to RM20 or less are eligible to receive this rebate, and this amount already includes any applicable discounts. Outstanding amounts, late payment charges or any other charges are excluded from this RM20 bill total. You will still continue to receive your monthly electricity bill. This rebate will appear in your monthly electricity bill as 'Govenment Rebate - dibiayaioleh Kerajaan Malaysia.(Retreived from <http://www.tnb.com.my/residential/billing/discounts-rebates-and-offers.html>)"

Just imagine that RM 20 x 970 000 consumer in Malaysia= RM 19400,000 per month that Malaysian Government need to spend.

Old and New Electricity Tariffs		
Domestic Tariff	Old	New
For usage between 0-400kWh per month:		
First 200kWh (1-200kWh) per month	21.80	21.80
Next 200kWh (201-400kWh) per month		34.50
For usage over 400kWh per month:		
First 500kWh (1-500kWh) per month		30.00
Next 100kWh (501-600kWh) per month		39.00
Next 100kWh (601-700kWh) per month	28.90	40.00
Next 100kWh (701-800kWh) per month		41.00
Next 100kWh (801-900kWh) per month		43.00
Every subsequent kWh (901 and above) per month		46.00
Over 1,000 kWh (1,001kWh onwards) per month	31.20	-
Minimum monthly charges is RM3.00		
Note: Unit in sen/kWh		

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"The new tariff will not affect those who only use 200 kilowatts/hour (kWh) and below every month. Their estimated monthly bill should be less than RM43.60 a month," the Prime Minister said in a statement released to reporters when he announced the increase in petrol prices here. (The Star Online, 2010)

"Reserve 40%, di antara paling tinggi di dunia. Siapa yang untung? IPP – Jana Kuasa Bebas. Untungnya sudah berbilion ringgit, adalah kapasiti yang begitu besar. Mengapa kita harus berikan? PETRONAS rugi, TNB rugi... yang untung IPP. Dan kapasiti 40% itu saya usulkan untuk dikurangkan standby capacity itu kepada 20%. Dengan mengurangkan kapasiti itu sahaja kita telah mendapat RM2 bilion. Jadi kita kena cari RM3 bilion lagi. PETRONAS hari ini dalam financial announcement menyebut jumlah keuntungan yang besar bagi tahun 2008 yang baru selesai diumumkan hampir RM100 bilion". (2010, Anuar Ibrahim)

The quotation was taken from the debate between Datuk Seri Anwar Ibrahim with Datuk Ahmad Shabery Cheek. IPP stands for Independent Power Plant which is using oil and gas to generate the electricity within the country.)

"The Manjung coal-fired power plant in Malaysia is now producing up to 2,100MW from its three 700MW units. The plant is sited on a man-made island off the coast of Perak, making coal imports easier. The 700MW units were seen as more economical than four 500MW units, and were commissioned between September 2002 and September 2003. The project suffered some delay as a result of the 1997/8 Asian economic crisis." (Retrieved from <http://www.power-technology.com/projects/manjung/> , 2010)

The citation taken to shows that Malaysia is still using the coal power plant system and there are still few disadvantages if we still use it.



"Wise men say that coal is a 19th century solution for 21st century problems. But burning coal to produce energy is even worse than a lag in time and technology, or that its being unsustainable. Coal is outright dangerous, for various reasons". (Retrieved from <http://ecofuture.net/renergy/tag/disadvantages-of-coal/> , 2010)

We see the future prospects of the business can be move up and become the most chosen by the consumer. This is because, we our product not only eco-friendly but also affordable, people no need to pay the bills every month. People also think that it's time to change with the new ideas which make their home more futuristic and exclusive. In addition, when the electric tariff keep increase, people will find the alternative and in the same time our economy problem will be reduces