



UNIVERSITI TEKNOLOGI MARA

TITLE:

**STRATEGIC e-BIDDING SYSTEM FOR
DIGITAL ENERGY SERVICES SDN BHD**

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**Applied Business Project as a partial fulfillment of the
requirements for the degree of
Executive Master of Business Administration
(EMBA)**

Faculty of Business Management

SEPTEMBER 2006

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EXECUTIVE SUMMARY

Digital Energy Services Sdn Bhd (DES) embarked in ICT business which provides networking, telecommunications and data storage solutions and professional services to organizations mainly to Oil and Gas sector. DES took pride in working to understand its clients business and suggesting solutions that make sense technically, economically, and operationally. Its main objectives is to select the best ICT solution to solve problems faced by its clients by making sure that the solution will fits the clients requirements.

There are three main problems faced by DES. First is lacking of detail 'Invitation to Quote' (ITQ) process from client perspectives. Second is under delivering of client's cataloging system specifications and the third is lacking in term of commercial and technical evaluation in e-bidding process.

The main method used to gather information in primary data, namely personal interview and secondary data. The sampling unit is Petronas. Although DES embarked in ICT business which provides networking and data storage solutions to oil and gas sector ironically is still lacking in getting a strategic e-bidding system. The detail mechanism of e-bidding process has not been well understood by DES. Based on our analysis, some major findings are the impact of ITQ process between current ITQ processes in DES and client's ITQ process in terms of process compliance, and also, the format of various catalogues that cater different IT products and the detail criteria for both commercial and technical evaluation process in e-bidding.

Meaning to say, the solution for solving DES problem is a strategic e-bidding in term of process compliance, improved catalogues and well-versed evaluation criteria.

Therefore, DES is recommended to have the followings: First, DES must be well verse in terms of the detail in ITQ process. Second, DES has to understand the cataloging process and criteria of online catalogues by clients. And third, DES must comprehend the detail evaluation criteria both technical and commercial criteria as set up by client, namely PETRONAS.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY AND SCOPE OF STUDY

1.1.1 Background

Digital Energy Services Sdn Bhd (DES) provides networking, telecommunications and data storage solutions and professional services to organizations including oils Oil & Gas sector. Incorporated in June 2005 in Miri, Sarawak, DES remains a small company because they believe that they can respond more quickly and offer more flexible solutions and services to their customer. Currently, the company has 3 staff involved directly in the management of the company. DES is working closely with IT industry leaders: NetApp, IBM, Sun Microsystem, Nortel, Imation, FujiFilm, Graham Magnetic sans Siemens. These include consultancy on system requirements and project management on hardware and software expertise such as structured cabling, high speed networking, personal computers, network storage, high end workstations, internet web designs, application via internet, portals, project management and AV multimedia.

Accelerating means becoming progressively faster. DES understands that in today's business environment, there are far too many unforeseen technology changes and basic operating shifts. Our clients need to stay agile with these changes. Building competitive advantage does not necessarily rely on how to fix old problems but to find new ways to do business in an efficient way. 1

CHAPTER 2

LITERATURE REVIEWS

The main purpose of the Applied Business Project is for Executive Master of Business Administration (EMBA) students to apply and integrate the related business management knowledge and experiences acquired throughout the program to a specific real life business project selected by them. This will enable them to put those theories into actions or practices. Learning by doing is one of the most effective ways of learning. On the other hand, it provides hand-on experience that strengthens the students understanding on the particular subjects.

This literature review will discuss on what MIS can do to any organization in helping them to excel and helping others simply to survive. IT has become the major facilitator of business activities in the world today. (Dickson and DeSanctis, 2001; Huber, 2004; and Tapscott et al., 2000.) IT also a catalyst of fundamental changes in the strategic structure, operations, and management of organizations (Carr, 2001) due to some capabilities. These capabilities, according to (Wreden, 1997), support the following five business objectives: (1) improving productivity (in 51% of corporations), (2) reducing costs (39%), (3) improving decision making (36%), (4) enhancing customer relationships (33%), and (5) developing new strategic applications (33%). Indeed, IT is creating a transformation in the way business is conducted, facilitating a transition to a digital economy.