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UNIVERSITI
TEKNOLOGI
MARA

MGT666

INDUSTRIAL TRAINING REPORT OF TENAGA NASIONAL BERHAD

MARCH 1 - AUGUST 15 2023

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EXECUTIVE SUMMARY

As a final year student in Bachelor of Business Administration (Hons.) Marketing, I am required to complete my last course, MGT666 which consist of 24 weeks of industrial training. I am honored to my internship at Tenaga Nasional Berhad, Taiping branch starting March 1st 2023 until August 15th 2023. I was placed under Customer Service unit, Credit Management unit and Business Support Office unit. The aim of the industrial training is to expose students with a real-life working experience and prepare them with abundance of knowledge before they enter the real industry after graduated.

My roles and responsibilities under three units are quite different and challenging. In Customer Service unit, I served at Kedai Tenaga to assist and manage stakeholders with great communication skills. Meanwhile in Credit Management unit, I assist stakeholders account and manage multiple facets of company's operation in Business Support Office unit.

The objective of my industrial training is to analyse the strengths, weaknesses, opportunities and threats of one of their product which TNB Solar from TNB Renewable Sdn Bhd that link with political, economic, social, legal, and environmental. With these information gathered, I have made some suggestion using TOWS Matrix to improve the product marketability and competencies.

To conclude, I am very grateful for the wholesome experience in industrial training period as it provided me with industry insight, knowledge, and important skills to prepare me for the future endeavours.



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2.0 COMPANY'S PROFILE

2.1 Background of Tenaga Nasional



Figure 2: Company's logo

Name	: Tenaga Nasional Berhad (TNB)
Location	: Tenaga Nasional Berhad (Taiping) No 20, Wisma TNB, Jalan Istana Larut, 34000 Taiping, Perak
Phone no	: 05-808 2020
Fax	: 05-807 3321
Industry	: Power Utility
Website	: https://www.tnb.com.my/ https://www.mytnb.com.my/
Vision	: To Be a Leading Provider of Sustainable Energy Solutions in Malaysia and Internationally.
Mission	: We are committed to excellence in our products and services.



Objectives

Tenaga Nasional aims to reach sustainable infrastructure and ecosystems by accelerating energy transition which address climate change by digitalize the utilities industry, utilize efficient technology, and exploring greener energy sources for enhanced power security.

With goal setup by TNB to delivered SP2050 initiatives via multi-faceted approach which focus on i) energy transitions by reduce coal capacity, ii) expand company's portfolio on low carbon activities, iii) increase adoption of green technologies and iv) increase operational efficiency.



Figure 3: Wisma TNB Taiping



Figure 4: Location of Wisma TNB Taiping



2.2 History of Tenaga Nasional

Tenaga Nasional or formerly known as Tenaga Nasional Berhad (TNB) established in September 1, 1949 with Central Electricity Board (CEB) name. CEB was responsible for Tanah Melayu electricity from generation, transmission to distribution. Before CEB was established, most plants were small so a large-scale planning and foreign expert is essential as rapid increase in electricity demand. Hence CEB came with major projects which were The Connaught Bridge Power Station, The Cameron Highlands Hydroelectric Project and the development of a National Grid.

After the declaration of Independence of Malaya in 1957, Central Electricity Board (CEB) was renamed as National Electricity Board (NEB) in June 22, 1965, led by a Malaysian CEO and committed to long term program of growth and expansion supported by carefully constructed plans. Power plants were located across regions in Malaysia including Perak, Selangor, Pulau Pinang and Melaka.

On September 1st, 1990, Tenaga Nasional Berhad (TNB) were officially proclaimed by the Prime Minister at the time, Dato Seri Dr. Mahathir bin Mohamad and officially became a private company wholly owned by the government.

2.3 Products and Services

Below are the products and services offered by Tenaga Nasional:

1) Supply of Electric

- Tenaga Nasional supply electricity to all buildings including domestic residential, business and government entities in Peninsula Malaysia. TNB also supply electricity to all Sabah region under Sabah Electricity Sdn Bhd. Customers can apply single phase or three phase electricity supply regardless the type of entities whether residential, business or government.

2) TNB Solar

- TNB Renewable Sdn Bhd expertise in sustainable energy from research and development, to infrastructure and asset. With GSPARX, the company supply solar panels to Malaysian including residential, business and government entities. Residential customers can opt in a single phase system start from 4.5kWp to 11.5kWp



and 12.5kWp for three phase meanwhile business and government entities start with 3kWp up to 11.5kWp depends on the tariff and energy consumption.

3) MAEVI

- Maevi offer smart home system products to enhance home experience. Wireless plug, smart meter and smart security are among the product offered by Maevi to automate, monitor and secure the home anytime and anywhere with just using smartphone. The range price start from RM99 to RM2500.

4) UNITEN

- A private university that focusing on Engineering, Computer Science & Information Technology, Business, Accounting, Finance, Energy Management and related areas. In keeping with its promise to address the needs of the country and other nations that look to Malaysia for aid in meeting their requirements for tertiary education, the number of programmes it offers rises in line with that commitment. In order to prepare students for careers in business, academia, and other fields, UNITEN strives hard to offer high-quality education.



2.4 Company's Organisational Chart

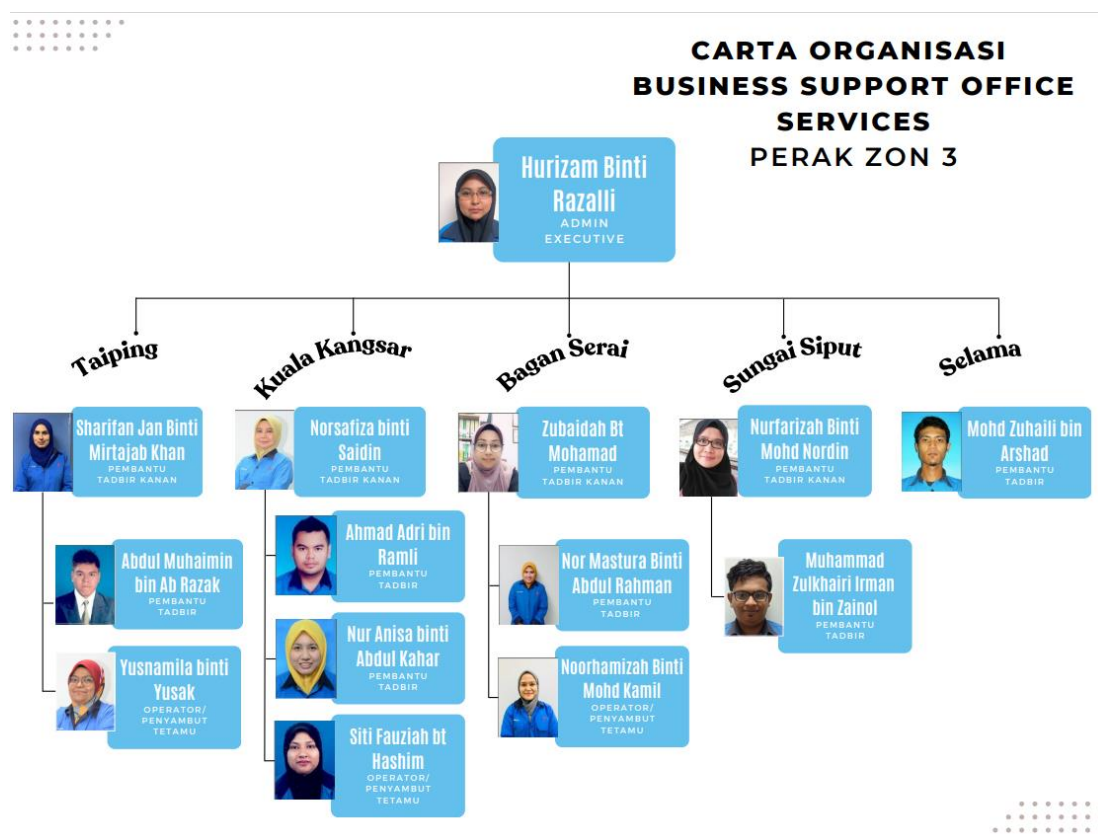


Figure 5: Business Support Office Organisational Chart

Business Support Office (BSO) unit are under TNB Global Business Solutions department which responsible for administration of the company. BSO zone 3 represent all BSO units in TNB Taiping, Kuala Kangsar, Bagan Serai, Sungai Siput and Selama. There is only one executive, Puan Hurizam who manage all five area and she will go back and forth to every office in daily basis to ensure BSO operation and functions.

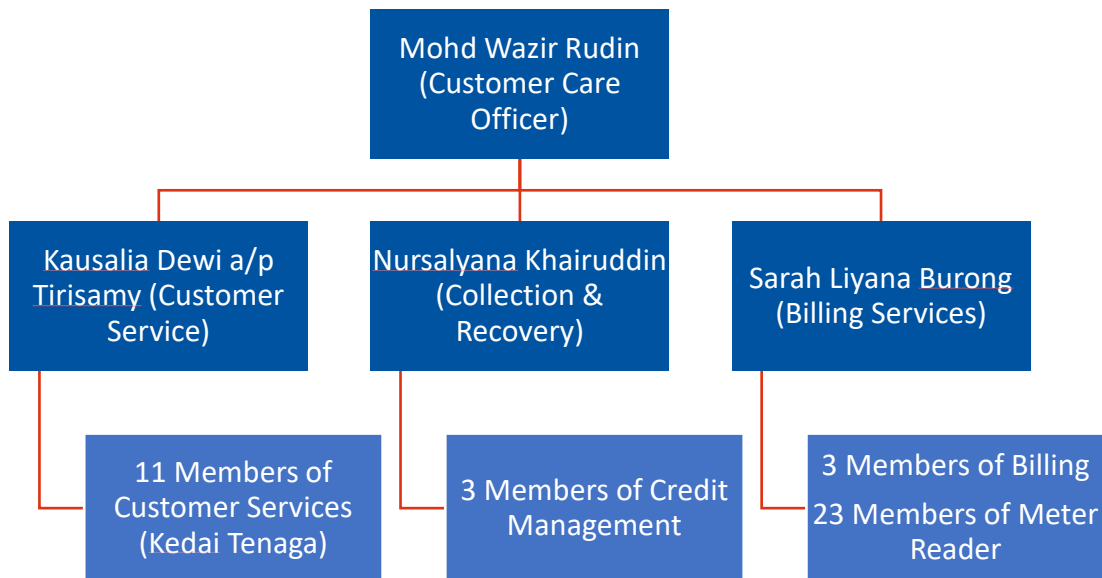


Figure 6: Retail Division Organisational Chart

Retail Division department has different approach with TNB Global Business Solution department earlier. The department is led by Mr Mohd Wazir Rudin to monitor all retail activities in TNB Taiping. there are three units under retail division which are customer service unit, credit management unit and billing services unit. Each unit has one executive who manage the operation and functions.



3.0 TRAINING'S REFLECTION

3.1 Duration

As part of the requirements of MGT666, I am required to undergo industrial training for 24 weeks which is equivalent to six months. My industrial training started on March 1st, 2023, and ends on August 15th, 2023. The number of training days in a week is five, Monday to Friday. The official working hours as follows:

Working Days	Working Hours	Lunch Hour
Monday to Thursday	8.00am – 5.15pm	1.00pm – 2.00pm
Friday	8.00am – 5.00pm	12.30pm – 2.30pm

3.2 Department

Department	Weeks
Retail Division: Customer Service	Week 1 – Week 3
Retail Division: Credit Management	Week 4 – Week 5
TNB Global Business Solutions: Business Support Office	Week 6 – Week 24

3.3 Roles and Responsibilities

Retail Division: Customer Service

1. Welcoming customers in the premise. Kedai Tenaga and give queue number according to their issues such as query, change of tenancy, close of account and application of supply.
2. Adapt speech and behaviour in accord with each customer. The aim is to provide a personalised greeting and service to ensure they have an impeccable experience.
3. Manage large amount of Large Power Consumer, LPC files by ensuring all documents properly labelled and filed conforming to specific filing guidelines. Find any missing documents, sorted and records accurately.
4. Fully understand Tenaga Nasional's products and services to facilitate customer issues thoroughly.
5. Collaborate with cross-functional units such as credit management and billing to make sure customer issues resolve.
6. Manage files' room.



Retail Division: Credit Management

1. Complete training and reading to gain understanding of credit management procedures.
2. Call and negotiate terms with Large Power Consumers, LPC.
3. Prepare mail to send out Bank Guarantee to LPC by submitting to the Business Support Office.
4. Daily meeting of monitoring LPC and residential areas that have high amount of unpaid bills.
6. Manage LPC sheets according to their amount and dates.

TNB Global Business Solutions

1. Manage monthly utility bills and update OGE system and sheets.
2. Manage send out mails from all department.
3. Join ESG programmes and update it on office report and boards.
4. Be a call operator and pass the call to the person in charge according to the customer's issues.
5. Update incoming and send out inventory stocks.
6. Proofread documents and verified incoming mails.
7. Join club's program. Persatuan Kebajikan Pekerja Islam (PKPI) and Kelab Kilat and update the report.
8. Manage incoming inventory stock like safety shoes, uniforms, and stationery.

3.4 Benefits

3.4.1 Intrinsic Benefits

For the past 6 months of my industrial training, I can see the actual psychological benefits that drive me to better in my work including soft skills, technical skills and knowledge.

As I interact more with people from employees to customers, my communication skills improved a lot. When I was assigned to customer service unit under Retail Division department, I assisted the customers with queue numbers, welcome and help them resolve their issues within my knowledge. Additionally, I also make calls during credit management unit and receive phone call as operator in Business Support Office. These helps boost my confidence and figure out ways how to talk to people in professional setting.



Moreover, my knowledge and skills increased significantly during this internship program. I learned variety scope of jobs, all applications and removal available at Kedai Tenaga, and the system used. All my supervisors and employees always there to assist and guide me well.

3.4.2 Extrinsic Benefits

There is no allowance provided during my industrial training period.



4.0 ANALYSIS

4.1 SWOT ANALYSIS

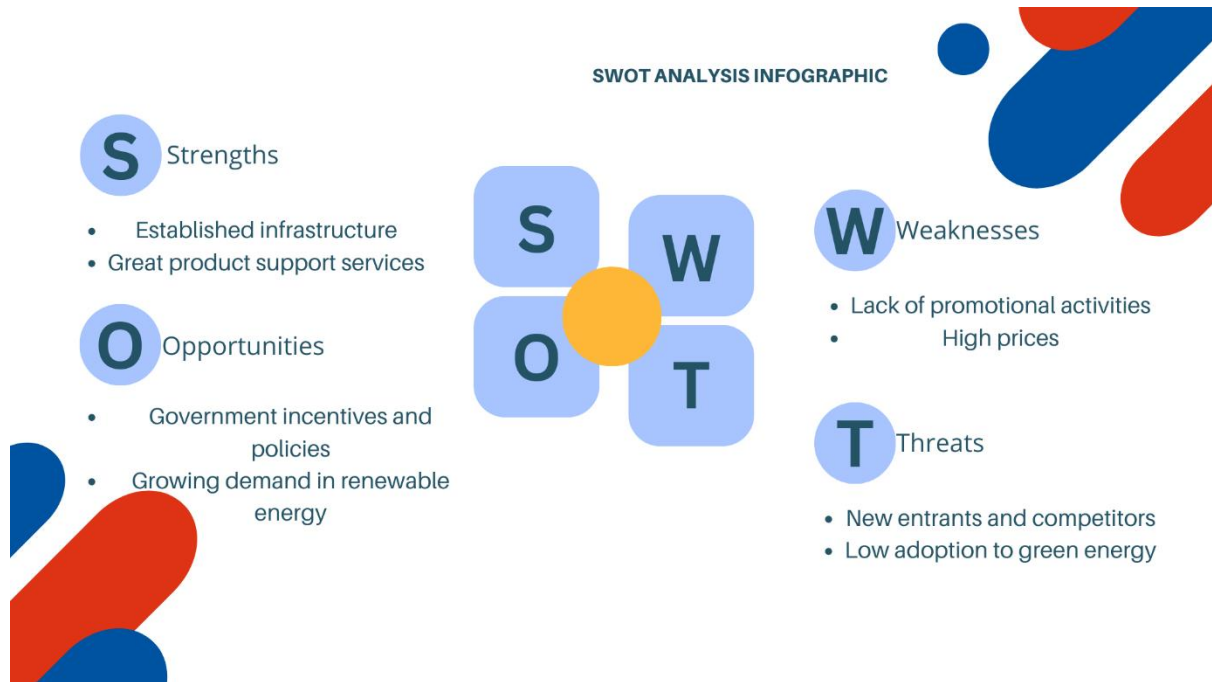


Figure 7: SWOT ANALYSIS INFOGRAPHIC

Strength:

1) Established infrastructure

Tenaga Nasional is established electric utility company in Malaysia with more than 10.6 million customers in Peninsular, Sabah and Labuan. As the company's credibility, reliability and reputability in supply power to domestic, commercial, industrial and others since Sept 1, 1949. Customers are likely to choose purchasing solar from a Tenaga Nasional, due to its reputation. Reputation is a representation of its history and asset, which also known for its products and services performance (Nguyen, Leclerc, & Leblanc, 2013).

TNB ensures a reliable and constant power supply across Malaysia due to its extensive network of power plants, grid strategy and distribution systems. The company is able to consistent fulfill the power demand 365 days a year, caters both urban and rural areas thanks to the robust infrastructure. Thus, when it comes to decision making and action, customers' put trust and loyalty in TNB to settle any energy related aspect in their life.

2) Great Product Support Services

Tenaga Nasional offers substantial product support services with TNB Solar. Begin with free consultation for any individual or entity from business to government, to 25 years of solar PV module of performance guarantee, 10 years of solar PV module and product warranty, 2 years of free maintenance package (for cash/credit card purchase), 1 year of workmanship warranty,



and 24/7 free maintenance throughout contract period for solar leasing and solar energy purchase options.

When TNB offers great support services, this helps customers in dissonance-reducing buying behavior, where customers are highly involved in expensive, rare or risky purchase, yet see insignificantly differ between brands (Kotler, Armstrong, Harris, & He, 2020). Moreover, the perks will help customers reduce post-purchase dissonance and play important part of the customer's overall brand experience.

Weakness:

1) Lack of Promotional Activities

Tenaga Nasional does not promote TNB Solar as much as is certainly reflected in the company's promotional activities. The only place TNB Solar can be found is in Tenaga Nasional's website under TNB Solar section. Other than that, there are not much information online or offline except news. Marketing is an important asset of a company in order to achieve the desire goals by achieving maximum sales levels and profit (Septiani, Rahayu, & Elburdah, 2020). It is a crucial for TNB to take a necessary action immediately. As Lisa McQuerry said, failing to develop a marketing plan may result in low customer volume, budget problems and the worst is business close.

In spite of innumerable environmental and cost-saving benefits linked to solar energy usage, green energy industry has difficulty in conveying these benefits to the general public including TNB. Thereby, potential customers may be reluctant to invest in TNB Solar due to the fact of uncertainties.

2) High Price

One of the weaknesses of TNB Solar is high price. Although solar energy has been recognised as sustainable option because of its clean and renewable energy, most individual and businesses may not be able to afford installing solar panels and the related equipments. Therefore, the adoption rate of green energy is hampered by high capital, particularly for small businesses and households. Additionally, potential customers may be deterred from choosing solar energy as their main source of electricity in general because of lengthy payback period. As a result, solar energy may not be customer's choice in moving to a sustainability life. As revealed, Etongo & Naidu (2022) also found that the reason of customers hinders to use solar energy because of high initial cost, existing loans and long payback time.



Opportunities

1) Government Incentives and Policies

Favorable situation for Tenaga Nasional when government commits to promote renewable energy adoption including solar energy, as it is one of government effort to restructure the energy sector (Muhammad, 2023). This agenda is to ensure growth of green economy accelerated and great time to expand TNB Solar market and operations.

As the Prime Minister, Datuk Seri Anwar Ibrahim abolish electricity's subsidies on high-income earner, he suggests consumers to find an alternative source of renewable energy, like installing solar panels (Media Mulia, 2023, para. 1). Moreover, the government has introduced Net Energy Metering 3.0 (NEM 3.0) on December 29th, 2020 via a press statement by KeTSA. The scheme is government effort to boost the usage of solar energy and it is mechanism which consumer can use their own generated energy for their own consumption. Then, the excess electricity generated will exported to TNB grid and converted into credit be utilised to partially reduce the electricity bill. In the scheme, there are three initiatives government offered which are NEM Rakyat Programme (domestic) , NEM GoMen Programme (Government Ministries and Entities), and NOVA Programme (Net Offset Virtual Aggregation). Consumer who choose TNB Solar will not have to worry about NEM application as the company will apply it automatically for them.

According to Malaysian Green Technology and Climate Change Corporation (MGTC), government also give tax incentive or the Green Technology Tax Incentive to qualified companies. There are three scope of incentives which are:

Scope of Green Technology Tax Incentive	Companies' Applicable
Green Investment Tax Allowance (GITA) Assets	acquire qualifying green technology assets listed under the MyHIJAU Directory.
Green Investment Tax Allowance (GITA) Projects	undertaking qualifying green technology projects for business or own consumption.
Green Income Tax Exemption (GITE)	qualifying green technology service provider companies listed under the MyHIJAU Directory.

2) Growing Demand in Renewable Energy

Currently, many businesses and companies are going with sustainable approaches from product sources, packaging to electricity. Net zero, zero carbon footprint, and zero carbon



emission are among the slogans they promise to their customers and some of them are ready to adopt renewable energy.

As United Nations introduced 2030 Agenda in 2015, that imposed roles and responsibilities on individuals and institutions for sustainable development (Yildirim, 2023). Some of the companies start and TNB Solar is available for them to begin their own green energy transition. It may costly at first, yet for the long-term cost saving and customers support and willing to pay more for the company's effort what make it reasonable choice to transition as soon as possible while government incentives are still present.

Hence, environmentalists and regulators are eager to adapt and modify the economic growth paradigm by switching the energy mix from non-renewable to renewable energy due to the damaging impact of fossil fuel usage on the health of the environment (Sharif, Meo, Sohag, & Chowdhury, 2021).

Threats

1) New Entrants and Competitors

TNB Solar faces a serious threat from new entrants and powerful competitors. The attractiveness of solar market has brought massive number of new energy players attempt to capitalize on the industrial's potential as renewable energy and sustainability become ever more significant as the "clean" industry overtaken oil and gas companies by market capitalization (Borisova, Tyurina, Morozova, & Momotova, 2022). Cotech Group, Engie, Gentari, Ditrolic Solar, Hasilwan and other top rated solar companies in Malaysia who are known for their quality services offer and trusted. Market competition may be intensified by these new entrants' disruptive technologies, innovative business models, or pricing strategies. Besides, continuous threat poses by established competitors in the industry, with brand recognition, economies of scale and strong customer base. Tenaga Nasional may experience pricing pressures and reduced profit margin to ensure TNB Solar give the best service and quality assurance for its customers.

2) Low Adoption to Green Energy

Khoo, Chai and Ha (2023) mention that the adoption of solar panels remains relatively low due to the readiness level among Malaysians. Despite the tropical climate and abundance of sunlight per day in Malaysia and Southeast Asia generally, potential customers are still reluctant to switch to solar energy. Khoo et al. (2023) believed the amount of power generated by solar panels is enough for the current demand of electricity in this country. Meanwhile Tenaga Nasional slow approach on green energy as government's aspiration to achieve zero carbon emission by 2050, further delay the efforts to market TNB Solar. TNB Solar does not



use this phenomenon to actual educate the public with awareness and benefits
make adoption rate of solar energy is expected to be stagnant.

4.2 PESTLE ANALYSIS

1) Political

The government take a holistic approach on its renewable energy. More plans and initiatives from the Ministry of Natural Resources, Environment and Climate Change (NRECC) and Ministry of Economy proposals were presented to the cabinet in May 2023. For instance, the government lifts ban on exporting renewable energy as it will benefits the local companies in the industry. The Minister of Natural Resources, Environment and Climate Change, Nik Nazmi Nik Ahmad confidence the development and effort to reach 70% renewable energy capacity by 2050.

2) Economical

Government allocation – Malaysian’s government continues to give tax incentives, schemes and friendly policies to ensure green economic continues to strive in both residential, commercial and government’s entities. For example, ESG Green Incentives has been introduced in Malaysia Budget 2023. It aims to help local companies and SMEs to grow by increasing their environmental credentials by doing low-carbon practices and environmentally projects that could entice foreign investors (HSBC, 2023). Additionally, the government urge companies especially SMEs to implement sustainable practices because it will attract investor who prioritise environmental, social and governance (ESG) agendas and link to the Malaysia Madani concept as well.

3) Social

The awareness of renewable energy among Malaysian increase. Internet access is one of the reasons of why younger generation are willing and demanding all brands and companies they support, are stand by sustainability. Colite Technologies (2023) illustrated that Gen Z is willing to pay extra 10% for sustainable products and demand for “companies with purpose”.

4) Legal

TNB Solar is required to abide by every relevant regulation and law governing the renewable energy industry, including licenses, permits, and environmental standards from Energy Commisions (Suruhanjaya Tenaga, ST), Sustainable Energy Development Authority (SEDA), and Ministry of Energy and Natural Resources (KeTSA). For instance, electric tariff is determine by Energy Commision while NEM scheme is determine by all three responsible bodies.



5) Environment

Malaysia pledges to combat climate change via United Nations Climate Change Conference, COP26 and COP27. Moreover, statement issued by the Minister of Environment and Water, Tuan Ibrahim Tuan Man at the time at the COP26, in Glasgow Climate Change Conference - October/November 2021 initiate several measures taken by Malaysia which are the implementation of carbon pricing policy to reduce greenhouse gas (GHG) emissions, introduced Malaysia's Energy Transition Plan 2021-2040, 100% non-internal combustion engine (ICE) vehicles for government fleets by 2030, maintain 50% forest cover, planting 100 million tree to reduce long-term impacts, zero waste landfill as Waste to Energy concept and increase 40% recycling rate, convert to low carbon cities under National Low Carbon City Masterplan, and development of National Adaptation Plan by increasing long-term resilience towards climate change impact.



5.0 RECOMMENDATION AND SUGGESTION

5.1 TOWS MATRIX

	Strengths	Weaknesses
	(S1) Established infrastructure (S2) Great product support services	(W1) Lack of promotional activities (W2) High prices
Opportunities	(S1O1) Joint venture with government entities (S2O2) Penetrate foreign markets	(W1O1) Government subsidy
(O1) Government incentives and policies (O2) Growing demand in renewable energy		
Threats	(S1T1) Offer better stakeholders value (S2T2) Partnerships and alliances	(W1T1) Vigorous promotional activities (W2T2) Offer installation packages
(T1) New entrants (T2) Low adoption to green energy		

SO Strategies

(S1O1) Joint venture with government entities

Despite government incentives and policies, Tenaga Nasional stability and success is not guaranteed for TNB Solar. It is crucial for TNB Solar to joint venture with government entities to supply the solar power. TNB can use its positive relationship with government to fund the business and supply the solar panels to most of official government offices. Moreover, the government and TNB share the same aspiration to achieve net zero emissions by 2050, as the aims to diversify the energy mix sources, reduce dependency on regular coal and fossil fuels, enhancing energy security and mitigating environment impact. For instance, solar photovoltaic (PV) system can be seemed mounted on the office roof or integrated into the façade of the building. the solar PV size is according to the electric usage of the place. Some may be as high 11.5kW or as low as 3kW.

(S2O2) Penetrate foreign Market

To accelerate the growth of renewable energy (RE) industry, the government has lifted the ban on exports of the renewable energy. This is the chance for TNB Solar to penetrate the foreign market by exporting the energy especially in the countries the company has served like United Kingdom, Saudi Arabia, Turkiye, India and Cambodia. With strong presence in those



countries, TNB can bring its experience and knowledge about the eco-friendly solution to generate the solar power, transmission and distribute it well. The company also can market their PV panels to foreign companies for their energy power business as some companies may outsource their PV panels. To bring TNB Solar into foreign markets aligns with TNB's commitment to diversify its portfolio and sustainable growth.

ST Strategies

(S1T1) Offer better stakeholders value

To secure stakeholders in TNB Solar from running away to the competitors, Tenaga Nasional must set good strategies and fosters positive relationships that contribute to the overall success and sustainability. Stakeholders can be defined as group whom corporation is responsible or groups in relationship with the organization (Benn, Abratt, & O'Leary, 2016). Managerial decisions and legitimacy are also possessed by them. First, TNB Solar can establish key performance indicators (KPI) and financial performance to measure the initiatives, ensure profitable result and report regularly to demonstrate the commitment in creating value for the stakeholders. Secondly, TNB Solar need to have clear and compelling long-term vision as they appreciate a well-defined roadmap for sustainable growth. Next, risk management strategy by proactively identify and manage risks that may impact the business and its stakeholders. Develop contingency plans to handle unforeseen events effectively.

(S2T2) Partnership and Alliances

TNB Solar should actively form partnerships and alliances in both energy sector and other sector to ensure it can leverage its expertise and resources. Partnership can defined as between two or more businesses that aids each in achieving its own business objectives which include increasing brand awareness and reach, generate traffic on social media and website, increase conversion rates, and customer acquisition and retention (Figuerola, 2022). TNB Solar should target high electricity users to make sure they want to install the solar panels. For instance, GSPARX collaboration with AEON to install 77,000kWP PV system nationwide for 25 years. Furthermore, partnering with educational institution may lead to joint research and development effort to drive technology innovation. Overall, TNB Solar can position itself as a leader in solar industry landscape when its actively pursues partnership and alliances.



WO Strategy

(W1O1) Government's subsidy

Tenaga Nasional Berhad should seek subsidies from government to support its solar initiative, TNB Solar. The solar industry itself is still new to Malaysia, and the projects obviously cost a lot. By subsidies, TNB Solar can ensure its financial attractiveness when the cost and finance are reduced for the project. Moreover, TNB Solar can expand its capacity, encourage same sustainable goal with government to achieve over at least 70% renewable energy capacity. Furthermore, TNB Solar can facilitate electrification projects in rural areas, to improve power accessibility to marginalized communities. This also could resulting in lower cost of solar energy in the future as it starting to be more and more competitive energy source. Nonetheless, subsidies from government has a significant impact on TNB Solar to benefit the nation.

WT Strategies

(W1T1) Vigorous Promotional Activities

TNB Solar promotional activities is low which resulting in low awareness of solar services provided by Tenaga Nasional among Malaysians. To ensure TNB Solar thrive in renewable energy market, it should apply promotion mix to persuade customers purchasing solar panels through them. According to Kotler et.al (2023) promotion mix or marketing communications mix is when the company uses specific combinations of promotion tools to to persuasively communicate customer value and build customer relationships. It consists of advertising, sales promotion, personal selling, public relations, and direct and digital marketing.

Promotional activities that are suitable for TNB Solar are advertising, public relations, digital marketing and personal selling. Advertising play an important role to place TNB Solar in customers' mind. Continuous exposure of solar panels specifically from TNB Solar, help customers to retain the product cue must be linked to the TNB Solar. For instance, when potential customer think about solar installations, TNB Solar is the first brand comes in their mind. The idea is when customers are exposed to the advertisement across television, internet channels like Youtube ads or blog banner ads, they easily identify TNB Solar is correlated with solar panels.

Moreover, public relations between TNB Solar is also significant role to manage how public see and feel about TNB Solar. When Tenaga Nasional has a great corporate image and good relationship with media, the company easy to deliver any announcement related to its products and services. For example, when the latest news of GSPARX, the subsidiaries of Tenaga



Nasional offers solar deals for residential via multiple online news channels like The Star, Harian Metro and New Straits Times.

In addition, digital marketing can help TNB Solar directly engage with potential customers. As now, TNB Solar only offer consultation through its website, it can offer more ways to communicate with customers like social media, email marketing and blog. Customers who interested in installing solar panels usually choose to study and research the market via internet as it is easier and free. It is expensive investment, so they will need to be carefully compare solar panels between brands that offer good after service, price and informative. When TNB Solar update all the information needed in the various digital channels, customer can access the information faster, confidence and rely with TNB Solar branding.

Last but not least, personal selling as the promotional activities TNB Solar offered. Currently, personal selling is through booking consultation in TNB Solar website. The person-in-charge will contact the potential customer directly and suggest panels capacity that suit their current electric usage, explains the benefits of support services available.

(W2T2) Offer installation packages

It is important for TNB Solar to offers comprehensive installation packages to cater all groups of the potential customers. As the solar is available for all from residential, business to government. They can make packages for specific customers. As residential market is still full with a potential customers, TNB Solar can offer longer leasing period, no upfront cost with less monthly payment so they also can adopt sustainable energy. Just like how telco do, the company also can offer some discount for customers who sign up solar installation for certain period. This will ensure the solar adoption among residential accelerate in shorter time especially when the Prime Minister, Datuk Seri Anwar Ibrahim cut subsidies on households with high electricity consumption. Moreover, TNB Solar could offer referral discount to business customers as some of them may have multiple businesses, suggest to their multiple channels and so forth.



6.0 CONCLUSION

To conclude, through MGT666 I am able to experience six months of industrial training at Tenaga Nasional Berhad. This course helped me to enhance and develop my skills and knowledge with real working experience. It was significantly contributed to my personal and professional self-development with all the tasks and the responsibilities during the internship period.

The process of learning, communicating and engaging in an actual working environment really open my eye to see the world with a new perspective. With guidance from my supervisors through every unit, I became proficient in utilizing various system and computer applications. It really fascinates me to learn more and more every single day about customer and administration work. I am proud to be part of the team and cherish the day with TNB Taiping.

Overall, I believe the industrial training requirement help me to prepare me for my future career. The knowledge, skills and experience are definitely come in handy in later in the future.



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APPENDICES



Annual Grand Meeting of *Persatuan Kebajikan Pekerja Islam (PKPI)*



PKPI: *Bacaan Yassin and Doa Selamat Program*



Send food supply for employees who work on Eid



ESG: 1 Pekerja 1 Barang Program



BSO Storage Cleaning



Coordination Meeting TNB Taiping



Majlis Mesra Aidilfitri TNB



Zakat Fitrah Counter



Ramadhan's Kuliah



Monday's Tazkirah



Serahan Bubur Lambuk



Manage Incoming Stock of Safety Shoes



Majlis Meraikan Duyufurrahman



Qurbani Program



PKPI & Pelitawanis: 'Jom Masak Bubur Asyura'



BSO: Bowling Tournament and Birthday Celebration



BSO: Wellness Day



First Meeting with Advisor and Examiner Face-to-Face

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INDUSTRIAL TRAINING REPORT OF TENAGA NASIONAL BERHAD PREPARED BY: MUHAMMAD HAZIQ FITRI BIN AHMAD HAIRULNIZAM 2021196235 | RBA2406A PREPARED FOR: ADVISOR: DR SHAFIQ SHAHRUDDIN EXAMINER: MR EN MOHD FAZLY MOHD RAZALI

MARCH 1 - AUGUST 15 2023

MGT666

i EXECUTIVE SUMMARY As a final year student in Bachelor of Business Administration (Hons.) Marketing, I am required to complete my last course, MGT666 which consist of 24 weeks of industrial training. I am honored to my internship at Tenaga Nasional Berhad, Taiping branch starting March 1st 2023 until August 15th 2023. I was placed under Customer Service unit, Credit Management unit and Business Support Office unit. The aim of the industrial training is to expose students with a real-life working experience and prepare them with abundance of knowledge before they enter the real industry after graduated. My roles and responsibilities under three units are quite different and challenging. In Customer Service unit, I served at Kedai Tenaga to assist and manage stakeholders with great communication skills. Meanwhile in Credit Management unit, I assist stakeholders account and manage multiple facets of company's operation in Business Support Office unit. The objective of my industrial training is to analyse the strengths, weaknesses, opportunities and threats of one of their product which TNB Solar from TNB Renewable Sdn Bhd that link with political, economic, social, legal, and environmental. With these information gathered, I have made some suggestion using TOWS Matrix to improve the product marketability and competencies. To conclude, I am very grateful for the wholesome experience in industrial training period as it provided me with industry insight, knowledge, and important skills to prepare me for the future endeavours.

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1 ACKNOWLEDGEMENT First and foremost, Alhamdulillah, praises due to Allah SWT, salutations upon The Prophet SAW. Highest gratitude to Allah SWT for blessing me the capability to finish this Industrial Training Report assignment. I have taken a lot of effort into this internship and report. I believe it is the best to appreciate and acknowledge the people who help and involve throughout this internship period either directly or indirectly. I would like to express my deepest to all staff TNB Taiping for the incredible warmth welcome and the generosity. It was an amazing experience to undergo my full internship. Thanks to all who taught me from the day one from the biggest to the smallest things including Puan Sharifah Jan, Puan Nursalyana, Puan Hurizam and Puan Pauline whose always provide me abundance of information and constructive feedback. Special thanks to my internship supervisor, Dr Shafiq Shahrudin for his patience, knowledge and vast support. I am grateful for his invaluable guidance throughout my internship and provided me with steer clear direction and expectation. He was very professional and easy to work with. I would be remiss in not mentioning my parents who have been supportive in every aspect of my internship. Thank you for helping me from decision making, transportation to finance during my full term of industrial training. Lastly, I had like to recognize my friends who always been there to assist me during my industrial training. Without motivation, support and help from them, I would not be able to complete my term successfully.

2 1.0 STUDENT

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PROFILE 3 4 2.0 COMPANY'S PROFILE 2.1 Background of Tenaga Nasional Figure 2: Company's logo Name : Tenaga Nasional Berhad (TNB) Location : Tenaga Nasional Berhad (Taiping) No 20,

Wisma TNB, Jalan Istana Larut, 34000 Taiping, Perak Phone no : 05-808 2020 Fax : 05-807 3321 Industry : Power Utility
Website : <https://www.tnb.com.my/> <https://www.mytnb.com.my/> Vision :

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To Be a Leading Provider of Sustainable Energy Solutions in Malaysia and Internationally. Mission : We are committed to

excellence in our products and services.

5

Objectives Tenaga Nasional aims to reach sustainable infrastructure and ecosystems by accelerating energy transition which address climate change by digitalize the utilities industry, utilize efficient technology, and exploring greener energy sources for enhanced power security. With goal setup by TNB to delivered SP2050 initiatives via multi-faceted approach which focus on i) energy transitions by reduce coal capacity, ii) expand company's portfolio on low carbon activities, iii) increase adoption of green technologies and iv) increase operational efficiency. Figure 3: Wisma TNB Taiping Figure 4: Location of Wisma TNB Taiping

6.2.2 History of Tenaga Nasional Tenaga Nasional or formerly known as Tenaga Nasional Berhad (TNB) established in September 1, 1949 with Central Electricity Board (CEB) name. CEB was responsible for Tanah Melayu electricity from generation, transmission to distribution. Before CEB was established, most plants were small so a large-scale planning and foreign expert is essential as rapid increase in electricity demand. Hence CEB came with major projects which

76%

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were The Connaught Bridge Power Station, The Cameron Highlands Hydroelectric Project and the

development of a National Grid. After the declaration of Independence of Malaya in 1957, Central Electricity Board (CEB) was renamed as National Electricity Board (NEB) in June 22, 1965, led by a Malaysian CEO and committed to long term program of growth and expansion supported by carefully constructed plans. Power plants were located across regions in Malaysia including Perak, Selangor, Pulau Pinang and Melaka. On September 1 st , 1990, Tenaga Nasional Berhad (TNB) were officially proclaimed by the Prime Minister at the time, Dato Seri Dr. Mahathir bin Mohamad and officially became a private company wholly owned by the government. 2.3 Products and Services Below are the products and services offered by Tenaga Nasional: 1) Supply of Electric o Tenaga Nasional supply electricity to all buildings including domestic residential, business and government entities in Peninsula Malaysia. TNB also supply electricity to all Sabah region under Sabah Electricity Sdn Bhd. Customers can apply single phase or three phase electricity supply regardless the type of entities whether residential, business or government. 2) TNB Solar o TNB Renewable Sdn Bhd expertise in sustainable energy from research and development, to infrastructure and asset. With GSPARX, the company supply solar panels to Malaysian including residential, business and government entities. Residential customers can opt in a single phase system start from 4.5kWp to 11.5kWp

7 and 12.5kWp for three phase meanwhile business and government entities start with 3kWp up to 11.5kWp depends on the tariff and energy consumption. 3) MAEVI o Maevi offer smart home system products to enhance home experience. Wireless plug, smart meter and smart security are among the product offered by Maevi to automate, monitor and secure the home anytime and anywhere with just using smartphone. The range price start from RM99 to RM2500. 4) UNITEN o A private university that focusing on Engineering, Computer Science & Information Technology, Business, Accounting, Finance, Energy Management and related areas. In keeping with its promise to address the needs of the country and other nations that look to Malaysia for aid in meeting their requirements for tertiary education, the number of programmes it offers rises in line with that commitment. In order to prepare students for careers in business, academia, and other fields, UNITEN strives hard to offer high- quality education.

8.2.4 Company's Organisational Chart Figure 5: Business Support Office Organisational Chart Business Support Office (BSO) unit are under TNB Global Business Solutions department which responsible for administration of the company. BSO zone 3 represent all BSO units in TNB Taiping, Kuala Kangsar, Bagan Serai, Sungai Siput and Selama. There is only one executive, Puan Hurizam who manage all five area and she will go back and forth to every office in daily basis to ensure BSO operation and functions.

9 Figure 6: Retail Division Organisational Chart Retail Division department has different approach with TNB Global Business Solution department earlier. The department is led by Mr Mohd Wazir Rudin to monitor all retail activities in TNB Taiping. there are three units under retail division which are customer service unit, credit management unit and billing services unit. Each unit has one executive who manage the operation and functions. Mohd Wazir Rudin (Customer Care Officer) Kausalia Dewi a/p Tirisamy (Customer Service) 11 Members of Customer Services (Kedai Tenaga) Nursalyana Khairuddin (Collection & Recovery) 3 Members of Credit Management Sarah Liyana Burong (Billing Services) 3 Members of Billing 23 Members of Meter Reader

10 3.0 TRAINING'S REFLECTION 3.1 Duration As part of the requirements of MGT666, I am required to undergo industrial training for 24 weeks which is equivalent to six months. My industrial training started on March 1st, 2023, and ends on August 15th, 2023. The number of training days in a week is five, Monday to Friday. The official working hours as follows: Working Days Working Hours Lunch Hour Monday to Thursday 8.00am – 5.15pm 1.00pm – 2.00pm Friday 8.00am – 5.00pm 12.30pm – 2.30pm 3.2 Department Department Weeks Retail Division: Customer Service Week 1 – Week 3 Retail Division: Credit Management Week 4 – Week 5 TNB Global Business Solutions: Business Support Office Week 6 – Week 24 3.3 Roles and Responsibilities Retail Division: Customer Service 1. Welcoming customers in the premise. Kedai Tenaga and give queue number according to their issues such as query, change of tenancy, close of account and application of supply. 2. Adapt speech and behaviour in accord with each customer. The aim is to provide a personalised greeting and service to ensure they have an impeccable experience. 3. Manage large amount of Large Power Consumer, LPC files by ensuring all documents properly labelled and filed conforming to specific filing guidelines. Find any missing documents, sorted and records accurately. 4. Fully understand Tenaga Nasional's products and services to facilitate customer issues thoroughly. 5. Collaborate with cross-functional units such as credit management and billing to make sure customer issues resolve. 6. Manage files' room.

11 Retail Division: Credit Management 1. Complete training and reading to gain understanding of credit management procedures. 2. Call and negotiate terms with Large Power Consumers, LPC. 3. Prepare mail to send out Bank Guarantee to LPC by submitting to the Business Support Office. 4. Daily meeting of monitoring LPC and residential areas that have high amount of unpaid bills. 6. Manage LPC sheets according to their amount and dates. TNB Global Business Solutions 1. Manage monthly utility bills and update OGE system and sheets. 2. Manage send out mails from all department. 3. Join ESG programmes and update it on office report and boards. 4. Be a call operator and pass the call to the person in charge according to the customer's issues. 5. Update incoming and send out inventory stocks. 6. Proofread documents and verified incoming mails. 7. Join club's program. Persatuan Kebajikan Pekerja Islam (PKPI) and Kelab Kilat and update the report. 8. Manage incoming inventory stock like safety shoes, uniforms, and stationery. 3.4 Benefits 3.4.1 Intrinsic Benefits For the past 6 months of my industrial training, I can see the actual psychological benefits that drive me to better in my work including soft skills, technical skills and knowledge. As I interact more with people from employees to customers, my communication skills improved a lot. When I was assigned to customer service unit under Retail Division department, I assisted the customers with queue numbers, welcome and help them resolve their issues within my knowledge. Additionally, I also make calls during credit management unit and receive phone call as operator in Business Support Office. These helps boost my confidence and figure out ways how to talk to people in professional setting. 12 Moreover, my knowledge and skills increased significantly during this internship program. I learned variety scope of jobs, all applications and removal available at Kedai Tenaga, and the system used. All my supervisors and employees always there to assist and guide me well. 3.4.2 Extrinsic Benefits There is no allowance provided during my industrial training period.

13 4.0 ANALYSIS 4.1 SWOT ANALYSIS Figure 7: SWOT ANALYSIS INFOGRAPHIC Strength: 1) Established infrastructure Tenaga Nasional is established electric utility company in Malaysia with more than 10.6 million customers in Peninsular, Sabah and Labuan. As the company's credibility, reliability and reputability in supply power to domestic, commercial, industrial and others since Sept 1, 1949. Customers are likely to choose purchasing solar from a Tenaga Nasional, due to its reputation. Reputation is a representation of its history and asset, which also known for its products and services performance (Nguyen, Leclerc, & Leblanc, 2013). TNB ensures a reliable and constant power supply across Malaysia due to its extensive network of power plants, grid strategy and distribution systems. The company is able to consistent fulfill the power demand 365 days a year, caters both urban and rural areas thanks to the robust infrastructure. Thus, when it comes to decision making and action, customers' put trust and loyalty in TNB to settle any energy related aspect in their life. 2) Great Product Support Services Tenaga Nasional offers substantial product support services with TNB Solar. Begin with free consultation for any individual or entity from business to government, to 25 years of solar PV module of performance guarantee, 10 years of solar PV module and product warranty, 2 years of free maintenance package (for cash/credit card purchase), 1 year of workmanship warranty,

14 and 24/7 free maintenance throughout contract period for solar leasing and solar energy purchase options. When TNB offers great support services, this helps customers in dissonance-reducing buying behavior, where customers are highly involved in expensive, rare or risky purchase, yet see insignificantly differ between brands (Kotler, Armstrong, Harris, & He, 2020). Moreover, the perks will help customers reduce post-purchase dissonance and play important part of the customer's overall brand experience. Weakness: 1) Lack of Promotional Activities Tenaga Nasional does not promote TNB Solar as much as is certainly reflected in the company's promotional activities. The only place TNB Solar can be found is in Tenaga Nasional's website under TNB Solar section. Other than that, there are not much information online or offline except news. Marketing is an important asset of a company in order to achieve the desire goals by achieving maximum sales levels and profit (Septiani, Rahayu, & Elburdah, 2020). It is a crucial for TNB to take a necessary action immediately. As Lisa McQuerry said, failing to develop a marketing plan may result in low customer volume, budget problems and the worst is business close. In spite of innumerable environmental and cost-saving benefits linked to solar energy usage, green energy industry has difficulty in conveying these benefits to the general public including TNB. Thereby, potential customers may be reluctant to invest in TNB Solar due to the fact of uncertainties. 2) High Price One of the weaknesses of TNB Solar is high price. Although solar energy has been recognised as sustainable option because of its clean and renewable energy, most individual and businesses may not be able to afford installing solar panels and the related equipments. Therefore, the adoption rate of green energy is hampered by high capital, particularly for small businesses and households. Additionally, potential customers may be deterred from choosing solar energy as their main source of electricity in general because of lengthy payback period. As a result, solar energy may not be customer's choice in moving to a sustainability life. As revealed, Etongo & Naidu (2022) also found that the reason of customers hinders to use solar energy because of high initial cost, existing loans and long payback time.

15 Opportunities 1) Government Incentives and Policies Favorable situation for Tenaga Nasional when government commits to promote renewable energy adoption including solar energy, as it is one of government effort to restructure the energy sector (Muhammad, 2023). This agenda is to ensure growth of green economy accelerated and great time to expand TNB Solar market and operations. As the Prime Minister, Datuk Seri Anwar Ibrahim abolish electricity's subsidies on high-income earner, he suggests consumers to find an alternative source of renewable energy, like installing solar panels (Media Mulia, 2023, para. 1). Moreover, the government has introduced Net Energy Metering 3.0 (NEM 3.0) on December 29 th , 2020 via a press statement by KeTSA. The scheme is government effort to boost the usage of solar energy and it is mechanism which consumer can use their own generated energy for their own consumption. Then, the excess electricity generated will exported to TNB grid and converted into credit be utilised to partially reduce the electricity bill. In the scheme, there are three initiatives government offered which

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are NEM Rakyat Programme (domestic) , NEM GoMen Programme (Government Ministries and Entities), and NOVA Programme (Net Offset Virtual Aggregation).

Consumer who choose TNB Solar will not have to worry about NEM application as the company will apply it automatically for them. According to Malaysian Green Technology and Climate Change Corporation (MGTC), government also give tax incentive or the Green Technology Tax Incentive to qualified companies. There are three scope of incentives which are: Scope of Green Technology Tax Incentive Companies' Applicable Green Investment Tax Allowance (GITA) Assets acquire qualifying green technology assets listed under the MyHIJAU Directory. Green Investment Tax Allowance (GITA) Projects undertaking qualifying green technology projects for business or own consumption. Green Income Tax Exemption (GITE) qualifying green technology service provider companies listed under the MyHIJAU Directory. 2) Growing Demand in Renewable Energy Currently, many businesses and companies are going with sustainable approaches from product sources, packaging to electricity. Net zero, zero carbon footprint, and zero carbon

16 emission are among the slogans they promise to their customers and some of them are ready to adopt renewable energy. As United Nations introduced 2030 Agenda in 2015, that imposed roles and responsibilities on individuals and institutions for sustainable development (Yildirim, 2023). Some of the companies start and TNB Solar is available for them to begin their own green energy transition. It may costly at first, yet for the long-term cost saving and customers support and willing to pay more for the company's effort what make it reasonable choice to transition as soon as possible while government incentives are still present. Hence, environmentalists and regulators are eager to adapt and modify the economic growth paradigm by switching the energy mix from non-renewable to renewable energy due to the damaging impact of fossil fuel usage on the health of the environment (Sharif, Meo, Sohag, & Chowdhury, 2021). Threats 1) New Entrants and Competitors TNB Solar faces a serious threat from new entrants and powerful competitors. The attractiveness of solar market has brought massive number of new energy players attempt to capitalize on the industrial's potential as renewable energy and sustainability become ever more significant as the "clean" industry overtaken oil and gas companies by market capitalization (Borisova, Tyurina, Morozova, & Momotova, 2022). Cotech Group, Engie, Gentari, Ditrolic Solar, Hasilwan and other top rated solar companies in Malaysia who are known for their quality services offer and trusted. Market competition may be intensified by these new entrants' disruptive technologies, innovative business models, or pricing strategies. Besides, continuous threat poses by established competitors in the industry, with brand recognition, economies of scale and strong customer base. Tenaga Nasional may experience pricing pressures and reduced profit margin to ensure TNB Solar give the best service and quality assurance for its customers. 2) Low Adoption to Green Energy Khoo, Chai and Ha (2023) mention that the adoption of solar panels remains relatively low due to the readiness level among Malaysians. Despite the tropical climate and abundance of sunlight per day in Malaysia and Southeast Asia generally, potential customers are still reluctant to switch to solar energy. Khoo et al. (2023) believed the amount of power generated by solar panels is enough for the current demand of electricity in this country. Meanwhile Tenaga Nasional slow approach on green energy as government's aspiration to achieve zero carbon emission by 2050, further delay the efforts to market TNB Solar. TNB Solar does not

17 use this phenomenon to actual educate the public with awareness and benefits make adoption rate of solar energy is expected to be stagnant. 4.2 PESTLE ANALYSIS 1) Political The government take a holistic approach on its renewable energy. More plans and initiatives from the Ministry of Natural Resources, Environment and Climate Change (NRECC) and Ministry of Economy proposals were presented to the cabinet in May 2023. For instance, the government lifts ban on exporting renewable energy as it will benefits the local companies in the industry. The Minister of Natural Resources, Environment and Climate Change, Nik Nazmi Nik Ahmad confidence the development and effort to reach 70% renewable energy capacity by 2050. 2) Economical Government allocation – Malaysian's government continues to give tax incentives, schemes and friendly policies to ensure green economic continues to strive in both residential, commercial and government's entities. For example, ESG Green Incentives has been introduced in Malaysia Budget 2023. It aims to help local companies and SMEs to grow by increasing their environmental credentials by doing low-carbon practices and environmentally projects that could entice foreign investors (HSBC, 2023). Additionally, the government urge companies especially SMEs to implement sustainable practices because it will attract investor who prioritise environmental, social and governance (ESG) agendas and link to the Malaysia Madani concept as well. 3) Social The awareness of renewable energy among Malaysian increase. Internet access is one of the reasons of why younger generation are willing and demanding all brands and companies they support, are stand by sustainability. Colite Technologies (2023) illustrated that Gen Z is willing to pay extra 10% for sustainable products and demand for "companies with purpose". 4) Legal TNB Solar is required to abide by every relevant regulation and law governing the renewable energy industry, including licenses, permits, and environmental standards from Energy Commissions (Suruhanjaya Tenaga, ST), Sustainable Energy Development Authority (SEDA), and Ministry of Energy and Natural Resources (KeTSA). For instance, electric tariff is determine by Energy Commision while NEM scheme is determine by all three responsible bodies.

18 5) Environment Malaysia pledges to combat climate change via United Nations Climate Change Conference, COP26 and COP27. Moreover, statement issued by the Minister of Environment and Water, Tuan Ibrahim Tuan Man at the time at the COP26, in Glasgow Climate Change Conference - October/November 2021 initiate several measures taken by Malaysia which are the implementation of carbon pricing policy to reduce greenhouse gas (GHG) emissions, introduced Malaysia's Energy Transition Plan 2021-2040, 100% non-internal combustion engine (ICE) vehicles for government fleets by 2030, maintain 50% forest cover, planting 100 million tree to reduce long-term impacts, zero waste landfill as Waste to Energy concept and increase 40% recycling rate, convert to low carbon cities under National Low Carbon City Masterplan, and development of National Adaptation Plan by increasing long-term resilience towards climate change impact.

19 5.0 RECOMMENDATION AND SUGGESTION 5.1 TOWS MATRIX Strengths (S1) Established infrastructure (S2) Great product support services Weaknesses (W1) Lack of promotional activities (W2) High prices Opportunities (O1) Government incentives and policies (O2) Growing demand in renewable energy (S1O1) Joint venture with government entities (S2O2) Penetrate foreign markets (W1O1) Government subsidy Threats (T1) New entrants (T2) Low adoption to green energy (S1T1) Offer better stakeholders value (S2T2) Partnerships and alliances (W1T1) Vigorous promotional activities (W2T2) Offer installation packages SO Strategies (S1O1) Joint venture with government entities Despite government incentives and policies, Tenaga Nasional stability and success is not guaranteed for TNB Solar. It is crucial for TNB Solar to joint venture with government entities to supply the solar power. TNB can use its positive relationship with government to fund the business and supply the solar panels to most of official government offices. Moreover, the government and TNB share the same aspiration to achieve net zero emissions by 2050, as the aims to diversify the energy mix sources, reduce dependency on regular coal and fossil fuels, enhancing energy security and mitigating environment impact. For instance, solar photovoltaic (PV) system can be seemed mounted on the office roof or integrated into the façade of the building. the solar PV size is according to the electric usage of the place. Some may be as high 11.5kW or as low as 3kW. (S2O2) Penetrate foreign Market To accelerate the growth of renewable energy (RE) industry, the government has lifted the ban on exports of the renewable energy. This is the chance for TNB Solar to penetrate the foreign market by exporting the energy especially in the countries the company has served like United Kingdom, Saudi Arabia, Turkiye, India and Cambodia. With strong presence in those 20 countries, TNB can bring its experience and knowledge about the eco-friendly solution to generate the solar power, transmission and distribute it well. The company also can market their PV panels to foreign companies for their energy power business as some companies may outsource their PV panels. To bring TNB Solar into foreign markets aligns with TNB's commitment to diversify its portfolio and sustainable growth. ST Strategies (S1T1) Offer better stakeholders value To secure stakeholders in TNB Solar from running away to the competitors, Tenaga Nasional must set good strategies and fosters positive relationships that contribute to the overall success and sustainability. Stakeholders can be defined as group whom corporation is responsible or groups in relationship with the organization (Benn, Abratt, & O'Leary, 2016). Managerial decisions and legitimacy are also possessed by them. First, TNB Solar can establish key performance indicators (KPI) and financial performance to measure the initiatives, ensure profitable result and report regularly to demonstrate the commitment in creating value for the stakeholders. Secondly, TNB Solar need to have clear and compelling long-term vision as they appreciate a well-defined roadmap for sustainable growth. Next, risk management strategy by proactively identify and manage risks that may impact the business and its stakeholders. Develop contingency plans to handle unforeseen events effectively. (S2T2) Partnership and Alliances TNB Solar should actively form partnerships and alliances in both energy sector and other sector to ensure it can leverage its expertise and resources. Partnership can defined as

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between two or more businesses that aids each in achieving its own business objectives which include increasing brand awareness and reach, generate traffic on social media and website, increase conversion rates, and customer acquisition and retention (

Figueroa, 2022). TNB Solar should target high electricity users to make sure they want to install the solar panels. For instance, GSPARX collaboration with AEON to install 77,000kWP PV system nationwide for 25 years. Furthermore, partnering with educational institution may lead to joint research and development effort to drive technology innovation. Overall, TNB Solar can position itself as a leader in solar industry landscape when its actively pursues partnership and alliances.

21 WO Strategy (W1O1) Government's subsidy Tenaga Nasional Berhad should seek subsidies from government to support its solar initiative, TNB Solar. The solar industry itself is still new to Malaysia, and the projects obviously cost a lot. By subsidies, TNB Solar can ensure its financial attractiveness when the cost and finance are reduced for the project. Moreover, TNB Solar can expand its capacity, encourage same sustainable goal with government to achieve over at least 70% renewable energy capacity. Furthermore, TNB Solar can facilitate electrification projects in rural areas, to improve power accessibility to marginalized communities. This also could resulting in lower cost of solar energy in the future as it starting to be more and more competitive energy source. Nonetheless, subsidies from government has a significant impact on TNB Solar to benefit the nation. WT Strategies (W1T1) Vigorous Promotional Activities TNB Solar promotional activities is low which resulting in low awareness of solar services provided by Tenaga Nasional among Malaysians. To ensure TNB Solar thrive in renewable energy market, it should apply promotion mix to persuade customers purchasing solar panels through them. According to Kotler et.al (2023) promotion mix or marketing communications mix is when the company uses specific combinations of promotion tools to to persuasively communicate customer value and build customer relationships. It consists of advertising, sales promotion, personal selling, public relations, and direct and digital marketing. Promotional activities that are suitable for TNB Solar are advertising, public relations, digital marketing and personal selling. Advertising play an important role to place TNB Solar in customers' mind. Continuous exposure of solar panels specifically from TNB Solar, help customers to retain the product cue must be linked to the TNB Solar. For instance, when potential customer think about solar installations, TNB Solar is the first brand comes in their mind. The idea is when customers are exposed to the advertisement across television, internet channels like Youtube ads or blog banner ads, they easily identify TNB Solar is correlated with solar panels. Moreover, public relations between TNB Solar is also significant role to manage how public see and feel about TNB Solar. When Tenaga Nasional has a great corporate image and good relationship with media, the company easy to deliver any announcement related to its products and services. For example, when the latest news of GSPARX, the subsidiaries of Tenaga

22 Nasional offers solar deals for residential via multiple online news channels like The Star, Harian Metro and New Straits Times. In addition, digital marketing can help TNB Solar directly engage with potential customers. As now, TNB Solar only offer consultation through its website, it can offer more ways to communicate with customers like social media, email marketing and blog. Customers who interested in installing solar panels usually choose to study and research the market via internet as it is easier and free. It is expensive investment, so they will need to be carefully compare solar panels between brands that offer good after service, price and informative. When TNB Solar update all the information needed in the various digital channels, customer can access the information faster, confidence and rely with TNB Solar branding. Last but not least, personal selling as the promotional activities TNB Solar offered. Currently, personal selling is through booking consultation in TNB Solar website. The person-in-charge will contact the potential customer directly and suggest panels capacity that suit their current electric usage, explains the benefits of support services available. (W2T2) Offer installation packages It is important for TNB Solar to offers comprehensive installation packages to cater all groups of the potential customers. As the solar is available for all from residential, business to government. They can make packages for specific customers. As residential market is still full with a potential customers, TNB Solar can offer longer leasing period, no upfront cost with less monthly payment so they also can adopt sustainable energy. Just like how telco do, the company also can offer some discount for customers who sign up solar installation for certain period. This will ensure the solar adoption among residential accelerate in shorter time especially when the Prime Minister, Datuk Seri Anwar Ibrahim cut subsidies on households with high electricity consumption. Moreover, TNB Solar could offer referral discount to business customers as some of them may have multiple businesses, suggest to their multiple channels and so forth.

23 6.0 CONCLUSION To conclude, through MGT666 I am able to experience six months of industrial training at Tenaga Nasional Berhad. This course helped me to enhance and develop my skills and knowledge with real working experience. It was significantly contributed to my personal and professional self-development with all the tasks and the responsibilities during the internship period. The process of learning, communicating and engaging in an actual working environment really open my eye to see the world with a new perspective. With guidance from my supervisors through every unit, I became proficient in utilizing various system and computer applications. It really fascinates me to learn more and more every single day about customer and administration work. I am proud to be part of the team and cherish the day with TNB Taiping. Overall, I believe the industrial training requirement help me to prepare me for my future career. The knowledge, skills and experience are definitely come in handy in later in the future.

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26 APPENDICES Annual Grand Meeting of Persatuan Kebajikan Pekerja Islam (PKPI) PKPI: Bacaan Yassin and Doa Selamat Program

27 Send food supply for employees who work on Eid ESG: 1 Pekerja 1 Barang Program

28 BSO Storage Cleaning Coordination Meeting TNB Taiping

29 Majlis Mesra Aidilfitri TNB Zakat Fitrah Counter

30 Ramadhan's Kuliah Monday's Tazkirah Serahan Bubur Lambuk

31 Manage Incoming Stock of Safety Shoes Majlis Meraikan Duyufurrahman

32 Qurbani Program PKPI & Pelitawanis: 'Jom Masak Bubur Asyura'

33 BSO: Bowling Tournament and Birthday Celebration BSO: Wellness Day

34 First Meeting with Advisor and Examiner Face-to-Face

Hit and source - focused comparison, Side by Side

Submitted text

As student entered the text in the submitted document.

Matching text As the text appears in the source.

1/5	SUBMITTED TEXT	47 WORDS	45% MATCHING TEXT	47 WORDS
	<p>PROFILE 3 4 2.0 COMPANY'S PROFILE 2.1 Background of Tenaga Nasional Figure 2: Company's logo Name : Tenaga Nasional Berhad (TNB) Location : Tenaga Nasional Berhad (Taiping) No 20,</p>		<p>PROFILE 4 2.0 COMPANY'S Company's name, logo, location, operation hour. Company's name: Tenaga Nasional Berhad (TNB) Location: ➤ TNB Headquarter: Tenaga Nasional Berhad, No. 129,</p>	
	<p>SA MGT666 (LI) REPORT_CHE KU NUR IFA SHAHIRA BT CHE KU AHMAD_2019579889.pdf (D126353316)</p>			
2/5	SUBMITTED TEXT	25 WORDS	77% MATCHING TEXT	25 WORDS
	<p>To Be a Leading Provider of Sustainable Energy Solutions in Malaysia and Internationally. Mission : We are committed to</p>		<p>To Be a Leading Provider of Sustainable Energy Solutions in Malaysia and Internationally c) QUALITY OF POLICY - DISTRIBUTION WE ARE COMMITTED TO</p>	
	<p>SA INDUSTRIAL TRAINING REPORT AT TENAGA NASIONAL BERHAD MUAR..pdf (D157263503)</p>			
3/5	SUBMITTED TEXT	14 WORDS	76% MATCHING TEXT	14 WORDS
	<p>were The Connaught Bridge Power Station, The Cameron Highlands Hydroelectric Project and the</p>		<p>were the Connaught Control Power Station, the Cameron Highland Hydroelectric Project and the</p>	
	<p>SA INDUSTRIAL TRAINING REPORT AT TENAGA NASIONAL BERHAD MUAR..pdf (D157263503)</p>			
4/5	SUBMITTED TEXT	21 WORDS	65% MATCHING TEXT	21 WORDS
	<p>are NEM Rakyat Programme (domestic) , NEM GoMen Programme (Government Ministries and Entities), and NOVA Programme (Net Offset Virtual Aggregation).</p>		<p>are 3 NEM Rakyat Programmed, NEM GoMEn Program (Government Ministries and Entities) and NOVA Program (Net Offset Virtual Aggregation).</p>	
	<p>SA INDUSTRIAL TRAINING REPORT AT TENAGA NASIONAL BERHAD MUAR..pdf (D157263503)</p>			
5/5	SUBMITTED TEXT	37 WORDS	30% MATCHING TEXT	37 WORDS
	<p>between two or more businesses that aids each in achieving its own business objectives which include increasing brand awareness and reach, generate traffic on social media and website, increase conversion rates, and customer acquisition and retention (</p>		<p>between two or more firms that helps each firm reach its respective business goals. Goals could include: • Increasing brand awareness and reach. • Generating more website and social media traffic. • Growing your number of conversions. • Customer acquisition and retention.</p>	
	<p>W https://hingemarketing.com/blog/story/an-introduction-to-partnership-marketing</p>			