

TENAGALink

Communicating To Large Power Customers

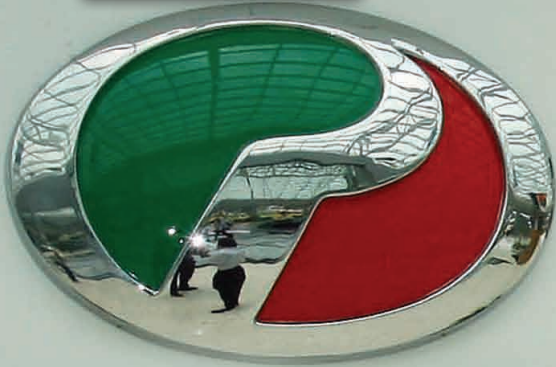
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VOL. 2/09



100% EFFORT

Datin Jasmine Abdullah Heng
General Manager of
Grand Dorsett Subang Hotel



PERODUA



BALANCING THE SCALES

Ir. Kamaliah Abdul Kadir
TNB State General Manager
(Kuala Lumpur)



DRIVING TOWARDS THE FUTURE

Dato' Syed Abdull Hafiz Syed Abu Bakar
Managing Director of Perodua

Editor's Note



Editor Hjh. Nazariah with Assistant Editors, Syed Hidzam (left) and Zulkifli.

It seems like just yesterday that the ink dried on our previous issue of *Tenaga Link*, but time does fly and here we are with the latest issue. This time marks a very special occasion as TNB celebrated its 60-year anniversary on 1st September, 2009. As part of the festivities that day, TNB planted 60 trees as both a symbolical sign of its journey so far and its enduring emphasis on corporate social responsibility.

What began as the Central Electricity Board in 1949 has survived many challenges over the decades. Following various previous monikers, the name 'Tenaga Nasional Berhad' was coined in 1990. After much effort, sweat and tears, we are happy to have evolved into Malaysia's largest electrical utility company.

To commemorate this momentous event, this issue covers interviews with several of TNB's most prominent customers. Our cover story features Dato' Syed Abdull Hafiz Syed Abu Bakar, Managing Director of Perodua Berhad, who shares with us the ups and downs of Perodua over the years and his views on TNB's 60th benchmark. Sitting down with us for another interview is Datin Jasmine

Abdullah Heng, General Manager of Grand Dorsett Subang Hotel who talks to us about the hotel industry and liaising with TNB.

Our regional column presents a talk with none other than Ir. Kamaliah Abdul Kadir, TNB's first female State General Manager, who enlightens us about her career at the Kuala Lumpur branch of the Distribution Division. We also include in this issue the regular dialogue sessions that TNB conducts, among others this time with Federation of Malaysian Foundries and Engineering Industries Associations (FOMFEIA) and European Union-Malaysian Industries Chamber of Commerce (EUMCCI), both took place in the month of September 2009, with the main objective none other than to enhance the quality of electricity supply.

With the blessing of God, we have achieved many milestones within the past few decades both in and out of the country. One thing that will not change is the customers' needs and wellbeing as our top priority, and so we will continue to aim higher and perform better.

The Editor

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**PROTECT OUR FIREFLIES.
NATURE'S PRICELESS TREASURE.**

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100% EFFORT



Datin Jasmine
Abdullah Heng,
General Manager of
Grand Dorsett Subang Hotel

As the first local and female General Manager of Grand Dorsett Subang Hotel (previously known as Sheraton Subang), Datin Jasmine Abdullah Heng is a force to be reckoned with. In our interview with her, she shares about her experiences in managing one of the most renowned 5-star hotels in the country, its future in the

industry as well as the importance of prioritizing customers.

Tell us briefly about Grand Dorsett Subang Hotel as well as the history of its establishment in Malaysia.

Grand Dorsett Subang Hotel is owned by Far East Consortium International Limited (FECIL) and a part of Dorsett International Hotels,

Resorts & Residences. FECIL owns a total of 16 Hotels in Asia namely in Hong Kong, China, Macau, Japan and Malaysia. Hotels based in Malaysia include Grand Dorsett Labuan Hotel, Dorsett Regency Hotel Kuala Lumpur, Dorsett Johor Hotel, Maytower Hotel & Serviced Residences, and the latest addition to the Group - Grand

Dorsett Subang Hotel.

Incepted 25 years ago, this Hotel was owned by Faber Group Bhd, first under "Subang View" and subsequently managed by Starwood Hotels as the hotel under "Sheraton Subang." In 2007, Faber sold Sheraton Subang to Far East Consortium, a mega property developer under Tan Sri David Chiu, who also owns Plaza Damas and the earlier mentioned Dorsett Group of Hotels in Malaysia.

As of 1st October this year, Sheraton Subang was rebranded to Grand Dorsett Subang Hotel and serves as the flagship property for Dorsett International Hotels, Resorts & Residences in Malaysia while the name and logo have changed. With the same Management team, Grand Dorsett Subang Hotel remains a full-fledged 5-star hotel. Coupled with a dedicated team fuelled with passion and commitment, the high standards of our quality and products are more superior than ever.

Refurbishment is ongoing; Grand Dorsett Subang Hotel is adding 150 more rooms to the existing 350, and a new Executive Club Lounge on the 17th Floor, overlooking the park and serene lake adjacent to the hotel.

Who are your main customers and target audience?

90% of our customers are corporate customers. 55% are individual travellers who usually come for business trips. Another 40% are those who come for Meeting Incentive Conferences and Exhibitions (MICE). MICE customers constitute a big chunk of business because we have big



An "All in the Family" affair at Grand Dorsett Subang Hotel.

meeting facilities, a ballroom that seats up to 2,000 and 16 more meeting rooms in the hotel.

Our current market consists of 45% local Malaysians, 20% Singaporeans, 10% customers from the United Kingdom, 12% Americans, 8% from Europe and 4% Japanese.

Tell us about the services and specialties your hotel offers.

Aside from both existing and brand new rooms, our pillarless and spacious ballroom may host product launches, seminars, weddings, lunches and dinners. Thanks to highways like the NKVE and NPE, the Hotel is very accessible, so logistically we are strategically located.

We are also in the process of completing renovation for our ladies floor, as 30% of our customer base is female. Once renovation is completed, we will add some feminine touches such as a spa, bigger mirrors, aromatherapy fragrances in the rooms, a gym with state-of-the-art equipment and so forth. We are also upgrading our

swimming pool. Once everything is complete, it will be a very beautiful 5-star hotel.

Based on your experience, what are the main needs of your customers? What strategies do you implement to address these needs?

People's expectations change, especially corporate customers. For instance, we realise that broadband and wi-fi have become more of a necessity, so we have set them up in the hotel. We always focus on pleasing our corporate customers, so we have things like questionnaires in the rooms for them and our own website where they can send in comments and suggestions. We look through their feedback daily to make sure we address their needs. Our communication team also compiles feedback from other blogs on the Internet which we analyse and resolve in meetings. We try to find solution for all the little things guests want.

In terms of service, we practice a Dorsett service culture in which we train associates to follow and care for guests, colleagues and

the community. Our tagline is "Hospitality Redefined" – we prioritise personal service levels and treat our guests and suppliers as part of the family. It is all about reaching out to make sure we collaborate with everybody because when you look after the associates, they will look after the business well.



Here, we listen to feedback and ideas that will make guests comfortable – our service team is trained to ask whether there is anything we can do to make guests more comfortable. We also pay attention to details. For example, during the fasting month, we will send *buka puasa* treats to Muslim guests and provide a special *sahur* menu in their rooms. Foreign guests from countries such as Scotland and Germany receive special printouts of news in their language so they can keep up with what is happening at home. We get these ideas from our guests – occasionally we will ask our long-term guests what they want, and they will tell us. Sometimes, you can have a beautiful hotel property, but the service is not good and it becomes just another hotel. At Grand Dorsett Subang, we believe in creating the experience in addition to meeting

the needs of the guests.

Human contact is vital in the hotel industry. Are you satisfied with your staff's performance and skills in terms of understanding and fulfilling customers' needs?

Human contact is very important. Other than our existing front office staff, concierge and service centre,



we have a senior manager in the lobby every morning and evening to touch base with our guests. We also make calls to the room to ask if everything is comfortable for them. They are our main priority and the staff is trained to cater to their needs and make their stay as pleasant and comfortable as possible.

The hotel industry is a competitive business. How do you face challenges from your competitors?

It is very competitive, of course, since there are so many 5-star hotels around now. We do not believe in lowering the price or going cheap because we believe in offering good value for money. What we do is making sure our guests' needs are fulfilled and that we create a positive guest experience through top quality service and facilities. We are innovative in our service offerings, which is one of our

unique selling points.

How has the economic turmoil impacted your business both in and out of Malaysia? What steps have you taken to overcome it?

Yes, it has affected us, but we are lucky because we are still the market leader in this region. When business declines, we become more innovative and try out different ideas. Right now, we are looking into new products like outside catering which is very strong and generates extra revenue for us. We also sell gift vouchers during festive periods such as Hari Raya, where corporate customers buy our vouchers and give them to other clients who come in their own time. We also offer special features such as a spa weekend for families. The idea is to be innovative and present new ideas which have the potential to benefit everyone.

How critical is food and beverage to your business? Tell us about your food and beverage offerings.

We currently have 6 food & beverage outlets which offer Japanese, Chinese, Italian, Western, International and local food as well as buffet meals. There are also pastries and cakes readily available at our Café Aroma. You name it, we have it. We always listen to feedback and ideas from our guests regarding the types of food they like. For instance, we have received a lot of feedback from women regarding healthy, organic food, so we have started an organic food menu as well.

Once, we had a guest from South Africa, and we did not know what kind of food he might enjoy. We reached out to our colleagues in South Africa where we have a hotel property and gathered information

to better serve our guest. At this point, it is not just about meeting guests' expectations anymore; it is about delighting them. This is one of our competitive edges.

How do you want your customers to remember the Grand Dorsett Hotel?

We would like people to remember Grand Dorsett Subang for its positive experience and the friendliness of our people. We receive literally tonnes of positive letters from guests who say our people went out of their way to help them. At the end of the day, it is all about the human touch.

As the General Manager of Grand Dorsett, what is the most challenging task for you?

Sometimes, there is inconsistency in the team – some staff perform well while others go at a slower pace. It is a matter of staff management, and that is the biggest challenge for me. Of course, my thinking is that people do want to become better. We analyse and identify their strengths and then we capitalise on them. Fortunately, we have our own training department and HR to do counselling and training on these matters.

What are your philosophies regarding work and life?

When it comes to work, I believe in giving the best that I can. When you give 100 percent, you'll get back 120 percent. I believe in constant change. We should not remain static because people's expectations change all the time. I'm open to new ideas and try to understand and promote changes in the workplace for the better. My life's philosophy is to take things easy, as you only live once. Be a positive



Datin Jasmine determines to put positive influence to others around her.

influence to others around you. Also, nothing is impossible if you aim for it.

What do you like to do when you have time to relax?

When I'm with my family, I'm very relaxed; we just spend time together. I travel a lot - every few months I'll go for a short break and then come back. I also like spas. Anything that helps me feel peaceful like watching television is good. I used to play a lot of golf, although I have little time for that since I became the GM.

Your hotels all over Malaysia rely substantially on efficient electricity supply for their operations. With TNB celebrating its 60th

anniversary this year, what is your view on TNB's performance thus far in terms of service and technical assistance?

I must congratulate all of you. Since becoming the GM, I've been involved in operations and matters involving parties like TM and TNB. It is working out very well. We receive very good service and we get prompt answers. If TNB says it will get back to us within one hour, it is always attended to within half an hour. This is delightful for us and our guests, and we are impressed with the improvement in the service. Even our guests have remarked on the quality of the service. We know we can always reach out to you for service and enquiries. ■

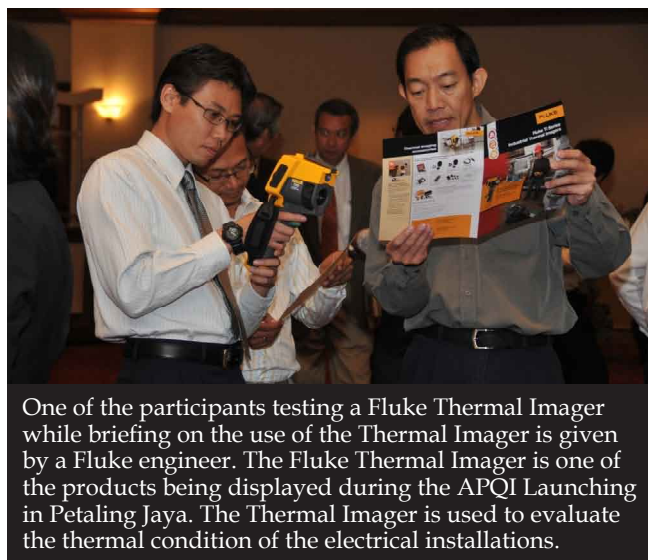
Malaysia enters Asia network for Power Quality Management

Malaysia is now part of regional partnership for better power quality management to grow economic competitiveness in manufacturing industries

Petaling Jaya, October 19, 2009
– European Union- Asia Power Quality Initiative (EU-APQI) Malaysia was officially launched today at a special workshop jointly organized by EU-APQI Support Network, CIRED Malaysia, International Copper Association Southeast Asia Ltd (ICASEA) and Tenaga Nasional Berhad. The launching cum workshop on Power Quality was done by Ms Viktorija Kaidalova the representative of the European Commission in Malaysia.

Malaysia now joins the fray of EU-APQI support networks, which was already established in Asia. The establishment of EU-APQI support networks across Asia and South East Asia are co-funded by the European Commission under its Asia Invest Programme with the aim to improve competitiveness of Asian manufacturing industries through enhanced knowledge and effective management of Power Quality issues.

APQI Malaysia – opportunities towards harnessing and building



One of the participants testing a Fluke Thermal Imager while briefing on the use of the Thermal Imager is given by a Fluke engineer. The Fluke Thermal Imager is one of the products being displayed during the APQI Launching in Petaling Jaya. The Thermal Imager is used to evaluate the thermal condition of the electrical installations.



TNB Vice President (Distribution) Ir. Hj. Azman Mohd together with Halim Osman, Viktorija Kaidalova and Bek Chee Jin officiating the launch of APQI Malaysia.

industry capacity in managing Power Quality

The EU-Asia Power Quality Initiative (APQI) aims at improving power quality in Asian manufacturing industries by creating awareness on the origins of the problems and building capacity on the technical, financial and managerial aspects of power quality. The API will therefore allow manufacturing industries in Asia to reduce financial costs and improve production outputs. APQI is co-funded by the European Commission's Asia-Invest Programme to improve the competitiveness of Asian manufacturing industries through enhanced knowledge and management of Power Quality.

APQI Malaysia presents an opportunity for the convergence of local industry professionals representing utilities, solution providers,

academic institutions, consultants and other professional associations in forging a collaborative and focused effort in resolving power quality issues. The group will devise sustainable strategies and programs to raise awareness and develop capacity building of local industry community. Better knowledge and awareness will influence industry decisions and subsequent allocation of industry resources to effectively resolve power quality issues.

The Distribution Division TNB, through CIRED Malaysia strongly supports the launching of APQI Malaysia. With the establishment of APQI-Malaysia, TNB can access and share latest information related to power quality in order to improve the Electromagnetic Compatibility (EMC) requirement for customers in Malaysia.

Power Quality - Sharing of experiences

To provide more insights to the participants on power quality related matters, five technical papers were presented after the launching programme. Two presenters were from Malaysia and others were from China, Italy and Singapore. ■

DRIVING TOWARDS THE FUTURE



Dato' Syed Abdull Hafiz Syed Abu Bakar, Managing Director of Perodua

When the subject of Malaysia's automotive industry is brought up, it is impossible not to mention the Perodua brand. Since its inception in 1993, Malaysia's second national automobile manufacturer after Proton has assimilated itself powerfully into the industry as a successful brand both locally and internationally. As its current Managing Director (MD), Dato' Syed Abdull Hafiz Syed Abu Bakar explains, automobile sales has increased steadily year after year and public response has been overwhelmingly positive.

What makes Perodua unique in comparison with its predecessor, the equally successful Proton? The introduction of Proton in 1983 was to provide affordable cars

for middle-class Malaysians. In contrast, Perodua's objective is to introduce technology to Malaysians according to the Industrial Master Plan (IMP) and make cars more affordable to the masses. Specifically, their plan centres on the concept of compact cars, which began with the now classic Kancil in 1994. On the other hand, Proton markets bigger cars, eliminating any competition between the two for the same market niche.

"Our goal then and now is to provide cars which are small, compact, affordable and of high quality," says Dato' Syed Hafiz. "Compact cars are a hit with customers because they are convenient. This is evident with the Kancil, which has sold over 700,000

units in the past 15 years." The Kancil was phased out in July with company efforts shifting towards newer products such as the Myvi and Viva.

Indeed, the success of the Myvi alone is phenomenal. As Dato' Syed Hafiz recalls, "a week before its launch in May 2005, we still had no name, price or pictures for it." During its launch, he was amazed at the crowd turnout at showrooms across the country. "Showrooms literally had to be kept open until 1 a.m. because people kept turning up to survey the car. Within two months, we had one-month and even one-year waiting lists – it was all happening beyond what we had imagined." The rest, as they say, is history. Four years later, Myvi has

become the bestselling car in the history of Malaysia's automobile industry with over 360,000 units.

The target customer segment for Myvi has also defied expectations, proving that Perodua is welcomed by all walks of life. "Our target for past products like the Kancil and the Kelisa was 70% Malays, 30% younger population (those in their 20s and 30s). But for the Myvi, we

have recorded 50% non-Malay customers. With an equal rate of customers, our image is now truly '1Malaysia'," he chuckles.

Although Proton is officially Malaysia's first national automobile manufacturer, the introduction of Myvi has helped Perodua to leap into the no. 1 position in February 2006, where it stayed for 40 consecutive months based on the

number of sales which skyrocketed during that period. Despite the economic crisis that struck the world in 2008, sales declined only in the first quarter of the year before improving afterwards. "When you consider that automobile sales in other countries is dropping by 20% or more, we are doing very well as we expect sales to drop by only 8% to 9% this year," notes Dato' Syed Hafiz.



The man at the No.1 position.



"Viva Perodua"

Commenting on the country's automotive industry, Dato' Syed Hafiz said that the total industry volume reached an all time high of 551,000 units in 2005 and last year some 548,000 cars were sold, a slight decline considering the global financial crisis. As for Perodua's car sales, it grew from 139,680 units in 2005, to 155,419 units in 2006 and increased to 162,152 units in 2007 and reached a record high of 167,393 units in 2008.



On another positive note, the motorization rate in Malaysia is one of the highest in the region. Motorization rate refers to the percentage of people who own cars. For instance, in Malaysia, the rate is currently 33%, meaning that for every 100 people, 33 cars are sold. This figure is very healthy compared to countries such as Thailand, Indonesia and Philippines where the motorization rate barely reaches 5% to 10%. In addition, Malaysia is greatly aided by low interest rates and non-performing loans (NPL).

This November, people can expect even more product variety from Perodua as the company will be launching its newest product, the MPV. As with past cars, the MPV aims to defy the convention of large, bulky family cars by emphasizing on practicality in size and fuel

efficiency. With its target customer segment of families with young children and young executives, we can imagine that sales of the MPV will closely mirror that of its predecessors. "Every year, we come up with one new, major idea to sustain our business until the next year," says Dato' Syed Hafiz regarding the upcoming launch of the MPV and its relation to Perodua's sales and marketing strategies.



Perodua's prospects for the near future appear bright but as with any other industry, the automotive industry is a competitive business. However, Dato' Syed Hafiz is not too worried about any major competition from other manufacturers in Malaysia or overseas. "To me, there are two types of competition: direct and indirect. Indirectly, everything is considered competitive for your business including factors such as fuel price, economic factors and age group. Directly, of course we have competitors but buyers of compact cars are a different brand of customers." According to Dato' Syed Hafiz, three categories of these buyers exist: first-time buyers who usually prefer to start with small cars (40% of Perodua buyers), additional buyers who wish to add another vehicle to their existing car (40%) and replacement buyers who

wish to replace their existing car with a new one (20%).

"One of the major changes is that TNB has stopped viewing the business as a captive business and started to operate as more of a service industry."

The stiff competition in the industry means that consistent and effective motivation is needed to drive success and performance of the company. "As a manufacturer and seller of compact cars, we push for a compact culture," he explains. The existence of solid affiliations such as the 15-year partnership between Perodua and Daihatsu, one of the top car manufacturers in Japan also helps the organization to run more smoothly. Dato' Syed Hafiz also places great emphasis on effective communication among staff to ensure that everybody understands the bigger picture that the company is striving for. On a more individual note, he encourages a positive attitude among staff: "Be excited about going to work when you wake up in the morning. You must choose your mood instead of letting others do it for you."

With many countries still recovering from the blow of the economic crisis, how does this situation affect Malaysia's car exports? Dato' Syed Hafiz views this as an opportunity



"We are driving a culture of different religions and interests where passion is the common denominator," says Dato' Syed Hafiz.

in the sense that Perodua has time to advance to the level of its foreign competitors. "Many companies are closing down their plants and laying off staff. It will probably take few years for them to bounce back. This window of time allows Perodua the chance to slowly go up to speed and match the level of international companies in terms of quality and strength."

Part of Perodua's efforts to meet this goal includes a December 2009 target to meet the global quality standard of 0.2 DPU (defects per unit). In automotive terms, even a hairline scratch along the metal surface of a car is considered a defect, so production quality plays a

significant role in ensuring minimal defects. "Right now, we are at 0.3 plus," he reveals. "We are hoping that by December, we can improve our quality to meet the standard."

Dato' Syed Hafiz has been a witness to many of Perodua's successes as well as challenges. However, he admits that one of his biggest challenges lies in continuously churning out new ways to maintain passion not just in his staff but also in customers to keep purchasing their cars. "We are facing with a culture of different religions and interests where passion is the common denominator. My job is figuring out how to instil that passion in people so that they wake

up every morning feeling spirited to do their jobs."

On a personal note, he displays a more philosophical and spiritual side, valuing peace of mind over material wealth. "We have insufficient resources, yet we use it to make bombs and fight with one another; it is a waste." He also expresses an interest to visit war-torn countries such as Palestine to visit refugee camps and make some kind of contribution when he has the time. "It is something I would like to do soon," he confesses, "because I believe in contributing to society while we are still young instead of waiting until old age when we no longer have the energy to do so."

Remarking on TNB's service which has been valuable considering the large-scale size of the automotive industry and its dependence on electricity to produce cars, he notes what others have also observed on its developments in recent years:

"The service has improved a lot in the past few years, and the staff has become much more proactive. One of the major changes is that TNB has stopped viewing the business as a captive business and started to operate as more of a service industry. Where once it had a more selective approach to customers, it has now become open to wider choices."

With the MPV's release coming up in November, more new products being planned and the sales of existing products are still going strong, it is safe to say that Perodua's status as one of Malaysia's top car manufacturers will last for quite some time. ■

Seminar on *Interconnection Operations for Large Power Consumers*



A one-day seminar cum workshop on *Interconnection Operations for Large Power Consumers* was organized by the System Operation Department, TNB Transmission Division on 5 August 2009 in TNB Integrated Learning Solution Sdn Bhd (ILSAS), Bangi.

The seminar was supported by Energy Commission (EC) with a fee of RM150 per person and targeted at Relevant Operational Staff from Large Power Consumers, Resident Electrical Engineers (with or without EC Certificates) and Practicing EC Competent Engineers.

The response was overwhelming where about 100 participants have benefited from this workshop which was designed with the following objectives:-

- i) To disseminate adopted operational philosophies, practices on the control and operation of transmission interconnection facilities which interfaces with industrial plants.
- ii) To understand precisely safety procedures used by the National Load Despatch Centre (NLDC) for the respective LPC to coordinate; establish and maintain the necessary isolation and earthing when working on the interconnection facilities.
- iii) To develop a clear understanding on the demarcation of responsibilities of relevant operational staff and EC competent Engineers to ensure safe and reliable operation of interconnection facilities.
- iv) To facilitate closer rapport amongst TNB Transmission and LPC Operational Personnel as well as their appointed EC competent engineers
- v) To share experience among peers on issues of common interest.

The one-day seminar commenced at 8:30am and ended at 4:30pm. It was officially opened by Hj. Khalidah Haron, Managing Director of ILSAS and followed by presentations by five TNB speakers who are the experts in their field. The speakers and the papers presented were as follows:-



1. Ir. Gurcaharan Singh (General Manager System Operations) on *Interconnections Operations*.
2. Muhd Gadaffi (Senior Engineer Control) on *Record Interconnection Safety Precautions-RISP*.
3. Ir. Mohd Fuad Faisal (Senior Technical Expert) on *Power Quality*.
4. Dr. Aznan Ezraie Ariffin (Deputy Chief Engineer) on *Planning System Operation*.
5. Ir. Dev Anand (Senior Manager) on *Asset Management*.

TNB is inviting other LPCs to participate in similar seminars. Interested customers can send their particulars to rosidah@tnb.com.my or AzizHH@tnb.com.my. TNB will be organizing another workshop in the future and relevant information will be duly publicized.

Special Care for Standard Chartered Bank



The Standard Chartered Bank – Malaysia's first Bank, is one of TNB's Corporate Accounts who is enjoying the benefits of CARE programme (Corporate Account Relationship Enhancement Programme). The Key Account Managers met up with the bank officials to enhance two way communication / relationship with them to understand their needs.

Following up with the CARE Visit to Standard Chartered Bank on 23 July 2009, Customer Service and Marketing Department under the CARE Programme, has organized a special session for the bank on two subjects of their interest that is, Power Quality (PQ) and Energy Efficiency (EE). The session was held on 20th August 2009 at the bank's meeting room in Menara Standard Chartered, Jalan Sultan Ismail, Kuala Lumpur.

The session was opened by Ir. Nirinder Singh Johl, Assistant General Manager (Customer Relationship Management and Marketing) and attended by Standard Chartered Bank managers and technical personnel. A presentation was given by TNB Engineering Department Ir. Mohd Fuad Faisal (Technical Expert-Power Quality & Energy Efficiency). The presentation was informative and beneficial to most of the attendees. With this, TNB hopes the objective to enlighten the bank has been achieved and to continue providing service to valued corporate customers through the CARE Programme.

TNB Dialogue Session with EUMCCI

TNB has conducted a dialogue session with European Union-Malaysian Industries Chamber of Commerce (EUMCCI) members at its Distribution Division Headquarters in Jalan Timur, Petaling Jaya on 10 September 2009. It was hosted by TNB Customer Relationship and Marketing Department (CRM) led by Hj. Nazariah Ibrahim (General Manager, CRM) and Ir. Nirinder Singh Johl (Asst. General Manager, CRM). EUMCCI team was headed by its General Manager, Mdm. Minna Saneri.

EUMCCI is a public non-profit organisation where its sources of finance are from projects, events, memberships and sponsorships. Having 1,088 members, it is an umbrella organization of all EU chambers of commerce and business councils.

EUMCCI main functions include supporting and developing EU business interests in Malaysia as well as facilitating trade, commerce and investments between EU and Malaysia.

It also conducts social and business activities that catalyze and stimulate networking for European companies in Malaysia with the Malaysian business communities, business associations, relevant ministries, official representations and other Chambers in Asia.

Among the main issues discussed in the dialogue session were supply reliability and tariff structure. Also present were Jamilah Kamal (Senior Manager, CRM) and T. Vassantha (Asst. Manager, CRM).



EUMCCI members taking part in the dialogue session.



TNB - EUMCCI discussion in progress.

Dialogue with FOMFEIA



FOMFEIA members participating in the dialogue - from left is FOMFEIA Deputy President Mr. Tan Poh Seng, Assistant Secretary Mr. Pang Kong Woon, Hon. Secretary Mr. Lai Weng Keong, Executive Secretary Ms. Gennie Lim and members.



TNB representatives from the Customer Service & Marketing Department - from right Assistant General Manager (Tariff) Abu Bakar Ismail, Assistant General Manager (Commercial) Hj Megat Said Megat Ramli and Assistant General Manager (Strategic & Marketing) Abdul Haris Abdul Karim.

On 15 September 2009, TNB Distribution Division organized a dialogue session with Federation of Malaysian Foundries and Engineering Industries Associations (FOMFEIA) at TNB Distribution Division Headquarters Jalan Timur Petaling Jaya.

FOMFEIA is the national representative body for the Foundry and Engineering Trade and Industries in Malaysia. Established in 1977, FOMFEIA currently has 11 states constituent and 4 district associations nationwide. With its continuous endeavor to generate more business opportunities through networking, direct and indirect membership of all States and Districts Association has well exceeded 2,000. FOMFEIA's main role is to provide assistance to its members in resolving problems arising from the implementation of government policies by holding dialogues and discussions with the various ministries such as trade and industries, labour, finance, environment and others.

The team from FOMFEIA was led by its newly appointed President, Liew Chee Ming (former Perak FEIA President) and Deputy President, Tan Poh Seng (former Melaka FEIA President). TNB's team was led by Hj. Nazariah Ibrahim (General Manager, CRM) and Ir. Nirinder Singh Johl (Asst. General Manager, CRM). Some of the important matters discussed were on supply reliability, power quality and tariff structure. Also present were Jamilah Kamal (Senior Manager, CRM) - Rep of MIDA and T. Vassantha (Asst. Manager, CRM).

CARE Programme

One Contact Point

Corporate Account Relationship Enhancement (CARE) Programme is a programme developed in December 2007 to foster a better relationship with TNB's corporate customers.

CARE Programme adopts the concept of 'one contact point', where a special executive (CARE Manager) from the Customer Service & Marketing Department, is appointed to manage a corporate account. The CARE Manager is responsible to create a continuous interaction between TNB and their respective corporate customers in order to get feedback on TNB's services.

The main objectives of CARE Programme are:

- To foster closer two-way relationship between TNB and corporate customers and at the same time to give better service to corporate customers.
- To get feedback from corporate customers on TNB's services, to monitor and to take effective actions in order to fulfill the customers' needs.
- To promote TNB's bulk system.

In its implementation, the Programme has identified 8 segments such as the following:

- | | |
|----------------------------------|----------------------|
| • Banks / Financial Institutions | • Telecommunications |
| • Business Complexes | • Hotels |
| • Utilities | • Transportations |
| • Fast Food Chains | • Petroleum |

TESCO STORES MALAYSIA SDN BHD



Marlene Kaur
Director, Corporate Affairs

CARE Manager : Juhaida Tajuddin

Tesco Stores (Malaysia) Sdn. Bhd. was incepted on 29 November 2001, as a strategic alliance between Tesco Plc UK and local conglomerate, Sime Darby Berhad of which the latter holds 30% of the total shares. Tesco Malaysia commenced operations in February 2002 with the opening of its first hypermarket in Puchong, Selangor.

Tesco Malaysia employs approximately 12,000 workers and operates 30 stores including the former Makro stores now known as Tesco Extra. Tesco Malaysia currently operates in two formats following the acquisition of the Makro Cash and Carry business in Malaysia in

December 2006. These are:

TESCO HYPERMARKETS

The hypermarket format offers customers a complete one stop shopping for their needs from fresh food to groceries, from household needs to apparel. It carries more than 60,000 lines of products including more than 3,000 own brand of products ranging from food to non-food items.

TESCO EXTRA HYPERMARKETS

The Tesco Extra format serves the needs of small businesses, families and individuals all under one roof by providing a comprehensive range of products and services focused for small businesses including bigger pack sizes, special trolleys and checkouts as well as a dedicated business

development team to support small business owners with their orders.

Tesco Malaysia is the only Hypermarket to run its own loyalty card, which returns money to customers 4 times a year. Tesco Clubcard and Biz Clubcard were introduced, as a way to say thank you to customers by giving money back to them.

As a responsible corporate citizen, Tesco Malaysia has responded and worked with communities including NGOs such as the National Cancer Council (MAKNA) to raise more than RM350,000 for the Tesco-MAKNA Cancer Research Fund for Life.

It is Tesco Stores (Malaysia) Sdn Bhd's aspiration to create value for customers to earn their lifetime loyalty.

MAGNIFICIENT DIAGRAPH SDN BHD (CARREFOUR)



Guillaume de Colonges
Managing Director

CARE Manager : Norhasliza Othman

Carrefour was first established in 1963 in France. It is the second largest retailer in the world with presence in 29 countries. Carrefour Malaysia, operated by locally incorporated Magnificent Diagraph Sdn Bhd was first set up in 1994 and is a leading hypermarket chain with eighteen (18) outlets throughout West Malaysia.

Carrefour was the first to introduce the concept of

hypermarket in the region. This concept offers one-stop shopping, self-service, customer convenience facilities, free parking and low price on a wide range of goods. It is also the only one to offer 100% refund policy that protects the consumers' rights against defective goods. It also offers "Lowest Price Guarantee" which allows the customers to claim double the difference between Carrefour's price and the price offered in other retail outlets should the latter price be cheaper than Carrefour's. Carrefour has always made a

commitment to ensure Low Price. This is predominantly so with other leading brands in the market and up to 30% cheaper! Hence the Big Saver guarantees Low Price assures customers a refund. Carrefour has a workforce of more than 5,000 people in Malaysia with an average team of 300-400 staff per store. It has also been promoting products by local SMEs including Bumiputera suppliers from all over Malaysia. In addition, 90% of the 50,000 products in Carrefour hypermarkets are locally produced and manufactured.

HOLIDAY VILLA HOTELS AND RESORTS



Abdul Halim Ismail
General Manager

CARE Manager : Rosidah Abdul Manan

Holiday Villa is an international brand name founded in 1987 by Alangka-Suka Hotels & Resorts Berhad, a subsidiary of the public-listed company, Advance Synergy Berhad. The brand name is a registered trade mark in London and Malaysia.

The first Holiday Villa beach resort was opened in Cherating on the East Coast of Peninsula Malaysia in April 1987. Built on 2.3 acres of land fronting the South China Sea, the beach resort opened with 50 guest rooms and apartments. In 2006, the resort was re-branded as Holiday Villa Beach Resort & Spa Cherating to enhance its identity in the market. From Cherating, Holiday Villa expanded to the island of Langkawi in 1992 when we opened a 258-room beach resort on 13 acres of land fronting the beautiful beach of Pantai Tengah, named Holiday Villa Beach Resort & Spa Langkawi.

All the Holiday Villa's city hotels are strategically located in prime areas

with welcoming ambience and easy accessibility to major business, shopping malls, recreation and entertainment areas. Room reservations to any of the Holiday Villa hotels and resorts worldwide are made easy via its on-line booking system at www.holidayvillahotels.com. Guests can get instant confirmation on their room accommodation for their vacation or business needs.

From the tropical paradise of Malaysia, Holiday Villa Hotels and Resorts has now spanned through Asia, Australia, Africa, the Middle East, the United Kingdom and China.

Currently, there are 18 quality hotels and resorts operated by Holiday Villa with a total of inventory of 3,390 guest rooms and suites. They range from affordable and modern deluxe to luxurious boutique hotels, chalets and apartment suites. It functions through various business arrangements with its business partners and associates. It either manages through direct management services contracts, joint

ventures, or operates hotels and resorts under franchised property arrangement, apart from owning and managing hotels.

HOLIDAY VILLA HOTEL & SUITES SUBANG

Holiday Villa Hotel & Suites Subang is a business hotel and recreational club set on 6.8 acres of landscaped land in the prime area of Subang Jaya in the state of Selangor, Malaysia. Just 25 kilometres from Kuala Lumpur and 45 kilometres from Kuala Lumpur International Airport (KLIA).

Accessible to the business and commercial district, Holiday Villa Hotel & Suites Subang is thus convenient to the discerning business traveller.

The hotel offers 383 spacious guest rooms ranging from deluxe rooms, Executive Suites to Residential Suites and Prima Floor Rooms.

The Hotel's vast range of convention and meeting facilities include three grand ballrooms and 15 seminar rooms with full meeting package facilities.

GOING GLOBAL



By now, the golden arches of the McDonald's logo are a familiar sight throughout Malaysia. Families and youths vouch for the franchise as though it were an old friend. For that reason, customers will be pleased to know that McDonald's Malaysia is currently planning to introduce several significant changes to upgrade its services under the guidance of its new managing director, Sarah Casanova.

Casanova is no stranger to the management field or McDonald's – prior to Malaysia, she was stationed at McDonald's branches in Russia, Istanbul and Japan. The native Canadian has been involved in the scene for over 18 years and her work has been recognized with multiple awards such as the President's Award (1995), McDonald's Worldwide Marketing Achievement Award (2001) and most recently, the



Sarah Casanova, Managing Director of McDonald's Malaysia

Charlie Bell Award in May this year for her extraordinary leadership and work performance.

"We have a global vision. We want to be the customers' favourite place and way to eat," she says. Among the steps to be taken in fulfilling this vision is the expansion of home

delivery services, improvement of crew service, a healthier menu and a new kitchen format which decreases customer waiting time and increases freshness of the food. At present, McDonald's Malaysia boasts 186 stores, with a target of 300 stores by 2014 which is expected to create roughly 5000 job opportunities for Malaysians.

Under the firm tutelage of Casanova, her team is more than ready to tackle the challenges that lie ahead for the franchise. "We will continue to work hard to be the best employer. We offer quality, safe and halal food. We do our business ethically and pursue on our strong branding. We will continue putting a shine on the golden arches," Casanova promises. ■

Excerpts from The Star BizWeek (29 August 09)
Note: McDonald's is also one of TNB Corporate Customers under the CARE Programme.

BALANCING THE SCALES

On Jalan Kepong, Kuala Lumpur, the Wisma TNB building towers high above the other blocks on the street. The view from the 11th floor is imposing but the woman sitting opposite us (team from *TenagaLink*) looks completely cool, calm and collected.

As expected from someone who has achieved such admirable success, Kamaliah's journey in TNB is shaped by the various terrains of different positions and stations over the years. Looking back to her younger days, Kamaliah is a proud alumnus of St. George's Girls School in Penang. She later furthered her studies in Brighton and graduated from Sussex University in 1983. Immediately after graduating, she took what would prove to be a blessedly fateful leap into the TNB work world.

Her first ever taste of professional life in TNB was as an Assistant Consumer Engineer in Penang. From there, she was transferred to Pakar Power Station for four years. Following various stints such as her involvement in the Entrepreneur Development Programme, and Business Management Unit in Customer Service Department, she returned to the Human Resources and Administrative Services Department and was subsequently appointed as General Manager. Currently, she holds the position of General Manager (Kuala Lumpur), Distribution Division, TNB since January 2008.



Ir. Kamaliah Abdul Kadir, TNB State General Manager (Kuala Lumpur)

As any GM is sure to attest, the job scope is not one to be taken lightly. Having Kuala Lumpur as a base of operations only intensifies the challenges faced due to its constant position in the spotlight as the country's capital and centre of trade and business. "Customers hold tremendous expectations on our services, so we cannot afford to underestimate supply adequacy, liability and quality at any moment," she acknowledges of the area's customer base. "However,

we always think of the customers as VIPs and our top priority."

This outlook is consistent with Kamaliah and her team's vision to push TNB Kuala Lumpur becoming what she describes as "a world class utility for a world class city". In light of the current economic gloom enveloping the nation and other parts of the world, one might be inclined to dismiss her ambitions as idealistic. However, Kamaliah's capability and organization are

Kamaliah's own way of planning is to always view the business as two distinct areas: network and retail.

challenging, demanding and at the same time exciting. At TNB KL we aim to provide world-class service. She believes that due to the daily challenges faced on the job, quality and excellent customer service must be maintained painstakingly through unrelenting hard work. Overall, she stresses, "Our goal is to ensure that the whole of TNB Kuala Lumpur becomes topnotch and able to deliver service excellence."

sheer number of customers dealt with regularly belies the challenge faced by the staff in running matters smoothly. In Kuala Lumpur, this matter becomes more complex when considering the fact that there are both large power customers (commercial and industrial) and domestic customers to handle. Among the domestic challenges faced frequently by Kamaliah and her team are those coming from



clearly reflected when she discusses on tackling the idea from all angles. "Growth in Kuala Lumpur is still healthy despite the economic climate," she points out.

"Our year-on-year sales growth compared as at June 2009 was 5%, the reason is that 18.7% of our customers are commercially-based rather than industry-based. Unlike states such as Selangor and Penang which have a higher percentage of customers who are involved in industry, our customers are more focused on commercial areas." In comparison with industrial activities which require the participation of factories, machinery etc, the commercial area distinguishes itself from the former as it is more service-based. At the moment, Kamaliah describes her position as the head of TNB Kuala Lumpur as indeed

And what are the strategies planned by Kamaliah and her team to bring all these visions to life? "Service excellence" is her prompt and firm reply. Indeed, it is TNB's first rule in executing all plans and without commitment from the entire staff, nothing would be lifted off the ground. Kamaliah's own way of planning is to always view the business as two distinct areas: network and retail. The network area deals with the internal services provided by TNB. This basically means ensuring that planning is conducted well, feedback system is smooth and the supply of electricity is turned on.

Secondly, the retail area places emphasis on dealings with customers on billing, connection time, connectivity, after sale services and meter reading. The

tenants and landlords as well as multinational (local and foreign) clients.

To effectively handle everything, Kamaliah's team has formed several liaisons with units such as one-stop centres and DBKL. Kamaliah is particularly proud of their collaboration with DBKL as it solves several major problems. "We have a major task since our working hours are limited to certain times, but having a cross-functional team with DBKL means that we are able to cover more areas whenever customers complain about breakdowns or other problems concerning electricity supply." In short, she says, "(together) we are shaping how the landscape of this industry or the job should be."

A less qualified person may find

such responsibility overwhelming to shoulder, but Kamaliah takes it all in stride. It helps that she is buoyed by a positive outlook: "I feel very encouraged when I see things moving and achieve results." Within the 18 months of her tenure, TNB Kuala Lumpur has gained several accolades, including 5-S certification from the Malaysian Productivity Centre (MPC) and 5-star Safety Excellence Management System (SEMS) award for 3 consecutive years. TNB Kuala Lumpur has also strived hard to implement additional programmes which benefit customers and improve relationships between TNB and customers. These programmes have received positive response, for instance the introduction of one-stop enquiry centre, customer care and training for customers in terms of power quality, energy efficiency and tips on how to save electricity.

2009 marks a very significant year, TNB celebrated its 60th anniversary on 1st September. In light of this, Kamaliah reiterates her long-term vision for TNB to become a global player in the energy sector as it has already gained a firm hold in generating business and formed solid relationships with partners both within and outside the country. Moreover, Malaysia's position as a Muslim country allows many opportunities to develop other Muslim countries' energy sector in terms of consultancy, generation and energy demand and expectations. However, as every good planner does, Kamaliah's aim is "to grab the many opportunities

but to proceed cautiously." This year in TNB Kuala Lumpur office, she plans to keep the festivities simple. "I enjoy having *solat hajat* very much with the staff," she reveals with a smile. "we will most probably have a small gathering such as a *do'a selamat* among staff to commemorate TNB's journey over the years."



Ir. Kamaliah (centre) with her staff and *TenagaLink* members.



"Service excellence" to bring visions to life.

With a demanding schedule, it is a wonder that she has any time to sit back and rest. How does Kamaliah unwind and relax when she has some free time? "When I have time, I always want to spend it at home with my family," she enthuses, laughing. "My husband cooks but I would love to be able to cook more

for my children." She also reveals that she loves to travel and, given the opportunity, enjoys going on retreats with her family.

When reflecting on her work and life, she summarizes it aptly as a balancing act. "Work is challenging but we must always find a way to balance the scales. We have to

remember our role in society as daughter, son, husband, wife and individual. We shouldn't forget our role in religion: do our best and pray for only the best." And with that, Ir. Kamaliah Abdul Kadir flashes us another friendly smile which seems to hold high hopes and promises for the future. ■

Protect our fireflies.
Nature's priceless treasure.

**DILARANG
MEMBUANG
SAMPAH**

The firefly is symbolic of TNB's commitment to our customers and the country. TNB supports the conservation of the *Lampyridae* firefly colony found along riverbanks of Kampung Kuantan, Kuala Selangor. The area turns magical as the sun sets and the sky is enveloped in darkness. The fireflies will then flash their lights in unison, creating a spectacular light show only nature could provide.

A community project by



TENAGA NASIONAL