

CHAPTER 2: METHODOLOGY

This is a consultative research oriented to an organization. Several business tools were used to analyze Siemens business strategy on power-plant generation in Malaysia.

2.1 Tools of Analysis

Analysis of the three C's, viz, The company, the customers and the competitors, are essential before we devise the right business strategy. The research analysis, conducted mainly based on and the availability of secondary data and information.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths and Weaknesses are the internal factors while the external environmental variables provides the opportunities and threats facing the organization.

Michael Porter's five forces Analysis

In order to study the power-plant generation industry, the Michael Porter's five forces approach to industry analysis would be used. The forces viz, (a) threat of new entrants, (b) rivalry among existing firms, (c) threat of substitute products or services, (d) bargaining power of buyers, and (e) bargaining power of suppliers, would determine the ultimate profit potential of the industry (Porter 1985).

Value Chain Model

The Value – Creating activities model associated with a Differentiation strategy will be used to illustrate Siemens power plant generation in Malaysia.