

2

Case Study: Business Strategy on Siemen's Power Plant
Generation In Malaysia

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Executive Summary

The power plant producers in Malaysia is dominated by several market players such as Siemens, ABB, General Electric (GE), supplying hardware equipment, software support programs and after sales professional back up services to the Independent Power Producers(IPP) and Tenaga Nasional Berhad (TNB).

This study highlights the business strategy on Siemens power plant generation operations in Malaysia. This study analyses Siemens' industry's market share, the competition structure, its product plans, its pricing plans, etc. using relevant business models, making remarks and recommendations in order to strengthen its strategic competitive advantage in order to stay ahead or to remain as a major market player in the power plant generation industry.

The business models used in the analysis include the SWOT analysis, Michael Porter's Five Forces, and the Value added Chain models.

Some constraints and limitations are encountered, such as getting consent to a personal interviews, especially, from the Marketing Corporate Communications department, where it is classified as confidential, not revealing its unique business strategies adopted and implemented in the Malaysian environment, in order to remain as one of the major market players in the power plant industry.

Therefore, mainly secondary data and information is supplied, where further analysis are done, explored its potential and existing strategies, making recommendations, even without financial costing considerations.

Further research method, especially, primary survey is recommended, in order to analyze its internal strengths and weaknesses, therefore, making recommendations which may truly reflect its business strategies used in the existing real world.

Overall, the existing and future potential demand for the power plant generation equipment, will mainly be dependent on Malaysia's economic growth rate, its potential for increasing the demand for electricity, the external global economic growth rate, its stability, foreign exchange rate fluctuations, government to government building relationships, etc.

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TABLE OF CONTENTS

Sr. No.	Chapter	Page
1	Introduction & Company Profile	1-7
1.6	Objective of the Study	
1.7	The Scope & Limitations of Study	
1.8	Organization of Study	
2	Methodology	8
2.1	Analysis Tools	
3	Analysis of the Company	9-26
3.1	Product Range	
3.2	Pricing Strategy	
3.3	Siemens Presence In Malaysia	
3.4	Siemens Procurement & Logistic Services (SPLS)	
4	Research Results	27-37
4.1	SWOT Analysis	
4.1.1	Strengths	
4.1.2	Weaknesses	
4.1.3	Opportunities	
4.1.4	Threats	
4.2	Michael Porter's Five Forces	
4.3	Value Chain Model	
5	Conclusion And Recommendations	38-40
5.1	Limitations and Difficulties Faced	
5.2	Conclusions	
5.3	Recommendations	
	Bibliography	