

ABSTRACT

Tenaga Nasional Berhad (TNB) , formerly known as the National Electricity Board of the States of Malaya (NEB) was corporatised in 1990 and subsequently became a company listed on the Main Board of the Kuala Lumpur Stock Exchange in 1992. The company is responsible for the generation , transmission and distribution of electricity , supplying about 97 per cent of Peninsular Malaysia. TNB is diversifying its activities into areas that are related and also unrelated to its core businesses.

This study is made at one of the TNB's power Station known as the Sultan Idris - II Power Station which is located near Cameron Highlands in west central Malaysia in the state of Perak. It is an attempt to explore the business opportunity that may exist in the Power Station . It is trying to view the business entrepreneurship from the Station perspective. It is hope that this study will shade some light in contributing ideas to a conceptual understanding about the types of business ventures that can be undertaken by the Station in Particular and the TNB in general.

The data base for this research have been gathered mainly from the Sultan Idris - II Power Station and also the TNB headquarters in Kuala Lumpur. Observational survey as well as survey through questionnaires have been employed in this study. The data also have been supported by documents from the Station as well as the TNB headquarters and also informal interviews with the Station management and staff. These data are used to measure certain constructs that are relevant with the objective of this study.

The results of the survey was very interesting in the sense that there exist possible business ventures that could be undertaken by the Station and allowing them to operate as a Strategic Business Unit (SBU).