

## CHAPTER III

### RESEARCH METHODOLOGY

In this chapter the sources of database will be laid out followed by explanation about the types of surveys made. This chapter also will discussed about the questionnaires that has been used in gathering the data . It will further explain on how the data are processed. Finally this chapter will explain about the limitation of the study.

#### Database

There are basically two sources where all the data base for this research have been gathered. The main source of the data base is the Sultan Idris - II Power Station itself. The other source especially pertaining to the corporate aspects of TNB have been gathered from departments in TNB headquarters in Kuala Lumpur. Primary and secondary types of data are both used in this study.

The primary data in this study are collected mostly from the response of the Station's staff and also the environment around the Power Station.

The secondary data in this study are mostly obtained from the existing records and documentations kept in the Power station and also the TNB headquarters. Relevant files and documents have to be identified so as to obtain the information required.

## The Surveys

There are several types of research designs in this study. The first is through observation whereby actual physical survey was made at the Sultan Idris - II Power Station and its vicinity. This type of research design was used extensively especially in the effort of trying to obtain data regarding plausible business opportunities at the Power station. The method of data record in this type of research design is by means of photographs.

Another means of getting information is through personal interviews with the management and the staff of the Power station. This is very useful in providing further details to complement other types of research design in this study. This is mostly happened in a casual and informal manner.

## The Questionnaires

Another form of data collection employed in this study is through the distribution of questionnaires ( Appendix F ). Since the total staff of the Station is only 80 , attempt has been made to distribute the questionnaires to all the staff.

There are a few constructs that the questionnaire is trying to measure. The first is trying to identify the much desired operation of any institution i.e to have objective , mission , vision etc . This is very relevant because in the context of business entrepreneurial and innovation , mission and vision will provide the direction upon which the dynamism of the business institution is set.

The second construct that the questionnaire is trying to identify is the plausible business opportunities at the Sultan Idris - II Power Station. This is in a way try to confirm whatever

findings that the observation survey above may find. These findings will determine the possibility of the Station to become the SBU .

The third construct that the questionnaires try to measure is the willingness of the staff to be involved in whatever business undertakings that the Station may embark on. This will have some bearings in the possible structure of manpower resources that can be adopted in the formation of the Station SBU.

The fourth construct that the questionnaire is trying to measure is the possibility of the staff to involve themselves in any business ventures embark by the Station. This will also have some bearings in the possible structure of manpower resources.

### **Data Processing**

The first secondary data that has been obtained from the TNB headquarters is the Memorandum of Association (MOA) of the TNB ( Appendix C ). This Memorandum of Association contains the very basic requirements of this study which is the type of businesses that the TNB could venture into. Since the Sultan Idris - II Power Station belongs to the TNB , any business ventures that may be undertaken by the Station should be within the definition spelt in the MOA. Close scrutiny will be done on the MOA to identify the type of businesses.

For the observation survey made at the Sultan Idris - II Power Station and its vicinity which have been recorded by means of photographs , the characteristics and uniqueness of each item will be explored to identify its potential business contribution towards the formation of the SBU. Wherever possible comparison will be made with the existing business ventures undertaken by others especially within the locality of the Sultan Idris - II Power Station. After that some conclusion about the findings will be made to round-up the observation survey.

The existing of objective , mission or vision will be measured based on the answers from the respondents. Simple ratio method of calculation will be adopted to calculate the percentage of agreement on the existance of the objective , mission or vision. An analysis will be attempted to explain further the results of the questionnaires on the construct , and with the feedback gathered from informal interviews with the management and staff , some conclusion on this construct will be made.

The second construct which is the business opportunities around the Station will also be obtained from the feedback given by the respondents . The type of measures that may be relevant for this construct is the frequency of each items being mentioned by the respondents. However the frequency will only tells the popularity of each item and not the creativity and innovativeness. The mentioning of the item itself already indicates some degree of innovativeness suffice for this study. It may be also that the item with least frequency mentioned may entails creativity and innovativeness . The questionnaire result on this construct will be discussed together with the findings from the observational survey and also the feedbacks of informal interviews with the mangement and staff , so as to arrive at a more consolidated conclusion.

The willingness of the staff to participate in the Station business ventures would also be obtained from the answers given by the respondents. Here the simple ratio method of calculation would be used to identify percentage of the staff on both sides. Critical analysis would be attempted to identify the possible manpower structure of the Station SBU.

The possibility of the staff to participate in the Station's business vantures will be measured based on the response from the respondents. Here the simple ratio method of calculation would be used to measure the construct. A critical analysis would be attempted together with the secondary data on the manpower requirements study obtained from the station. This manpower requirements study was conducted also by the author for the Station by collecting primary data on all of the maintenance work activities carried out in the Station. This results on this construct and

also the willingness of the staff to participate in the Station's business ventures will provide a more realistic possible manpower structure of the Station SBU.

The secondary data on financial and performance of the Station will be used to determine the economic worth and strength of the Station. These information will have implication on the possible types of financial structure of the Station SBU.

### **Limitation of the Study**

This study will only cover some plausible business ventures that may be undertaken by the Sultan Idris - II Power Station or the TNB around the Power Station. There may be some other plausible business opportunities which have not been identified in this study.

Due to various constraints this study only concentrate more towards conceptual aspects of research and it does not indulge in elaborative financial analysis on this study. It also does not cover in detail the legal and statutory aspects of the research.