

EMPLOYER PROJECT REQUIREMENTS AND SPECIFICATION DOCUMENT

PROJECT TITLE:		
PROJECT DURATION in WEEKS: 15 weeks Project Kick-off Date: August 2012		
PROJECT KEY STAKE HOLDERS	NAME EMPLOYER (Client)	INTI (Consultant)
1) Mensilin Holdings Sdn. Bhd. 2) No.73, Jalan 7/132 Gasing Indah, 46000 Petaling Jaya, Selangor D.E. Tel: 03-7785 0396 3) Company website : www.mensilin.info	Ahmad Firdaus Bin Mohamad Adan	To be provided after scope of project is received from company
Main Deliverables and Date		

1. ABOUT THE COMPANY (Short description of the company, its business, products, market presence and size)

Mensilin Holdings Sdn Bhd (“Mensilin”) was incorporated in 1996 by Ir Mohamad Adan Yusof. Mensilin was established as an Energy Service Company (“ESCO”) to undertake business activities in the energy sector, in particular, the electricity supply industry.

Commencing year 2001, Mensilin has actively spearheaded development of Renewable Energy business activities entailing power plant design and Clean Development Mechanism undertakings.

Mensilin’s main thrust in the energy related business is as follows:-

- Renewable Energy
- Energy Consulting activities
- Power Plant Development activities
- Energy Optimization Schemes and Performance Contracting
- Energy Audits
- Barges and Tug

Business sectors for consideration in the programme are as follows:-

- A. Concrete Tower for telecommunication sectors and Electricity Transmission in Malaysia and Indonesia.
- B. Biomass to energy financing in Malaysia, Indonesia, Sri Lanka, and Canada.
- C. Introduction of Utility Type Batteries for the Malaysian Market.

2. THE PROBLEM STATEMENT (Short description of the PROJECT and BUSINESS CHALLENGE face by the company)

The Projects are as follows:-

- A. Establishment of Marketing Strategy and Business Plans for the introduction of Concrete Monopoles in the Telecommunication and Electrical Transmission Industry in Malaysia and Indonesia.**

Project Brief

The project is to establish a business plan and marketing strategy for the introduction of unprecedented concrete monopoles to the Telecommunication and Power Transmission industry in Malaysia and Indonesia. The concrete tower are new in this region.

Challenges:

The concrete monopoles for 30m, 40m, 50m, and 60m are unprecedented in the Malaysian and Indonesian market. It is widely used in Europe and North America. Mensilin has recently installed 1 unit of 40m monopole in Pasir Gudang, Johor.

The challenge is to develop marketing strategies that can expand the use of the concrete monopoles in the identified industry.

Key point:

- I. Introducing a new product in the market.
- II. Identification of competitors local and international
- III. Financing of business.

Activities and Timelines:

- 1. Market Survey (6 weeks)

- (a) Conduct market survey on the telecommunication and transmission towers.
 - (b) Identify potential market for the concrete monopole towers in these industries.
 - (c) Compile and provide preliminary findings.
2. Competitor analysis (4 weeks)
- (a) Conduct a survey of incumbent technologies.
 - (b) Identify competitors in the market providing the incumbent technologies and potential competing technologies.
 - (c) Evaluate the market position of the concrete monopole and the compelling technologies.
3. Business and marketing plan (5 weeks)
- (a) Using the data collected in (1) and (2) to develop a business plan and marketing strategy for product.

Deliverables:

Outcome 1: Market analysis for Towers in telecommunication and power sector for 30m, 40m, and 50m.

Outcome 2: Competitor analysis and market positioning of the products.

Skill Set:

1. Research and methodology, measurement data, and presentation skills.
2. Analytical skills.

Other Job responsibilities:

1. Attend meetings with potential clients.
2. Prepare proposals.

B. Development of Market Utility Class Battery for Telekom, TNB, and Petronas.

Project Brief

The project is to establish a marketing plan with market penetration strategy for the sales of high- end utility class direct current systems to large organizations such as Telekom Malaysia, Celcom, Maxis, Tenaga Nasional, Petronas.

Challenges:

The company has required an exclusive distributorship for the sales of direct current systems. The systems have to compete with incumbent technologies in the respective market:

Key point:

- I. To develop an effective marketing strategy to push the products.

Activities and Timelines:

1. Market Survey (6 weeks)
 - (a) Conduct market survey on the telecommunication and transmission towers.
 - (b) Identify potential market for the concrete monopole towers in these industries.
 - (c) Compile and provide preliminary findings.
2. Competitor analysis (4 weeks)
 - (a) Conduct a survey of incumbent technologies.
 - (b) Identify competitors in the market providing the incumbent technologies and potential competing technologies.
 - (c) Evaluate the market position of the concrete monopole and the compelling technologies.
3. Business and marketing plan (5 weeks)
 - (a) Using the data collected in (1) and (2) to develop a business plan and marketing strategy for product.

Deliverables:

Outcome 1: Market analysis for DC system in the respective utilities.

Outcome 2: Detailed report of competitor analysis in the respective utilities.

Outcome 3: Business and marketing strategy for the next two years.

Skill Set

1. Research and methodology, measurement data, and presentation skills.
2. Negotiation skill.

Other Job responsibilities:

1. Presentation of products.
2. Preparing brochures for clients.
3. Prepare proposals and quotations.

C. Biomass Energy Market

Project Brief

Mensilin has identified a number of renewable energy projects for implementation Canada, Sri Lanka, and Indonesia.

Challenges:

The challenge is to raise financing, both equity and debt necessary to implement the projects. Mensilin has approached a few financial institutions with limited success.

Key point:

- I. Identification of innovative financing instrument to support project implementation in the identified renewable energy projects.

Activities and Timelines:

4. Market Survey (6 weeks)
 - (a) Survey and review financial institutions providing facilities for Malaysian companies to undertake projects abroad.

- (b) Evaluate the various options provided by both commercial and government financial institutions.
- 5. Test financial options (8 weeks)
 - (a) Prepare application forms, prospects, and associated documents for application of the identified financing.
 - (b) Establish the ranking in terms of acceptance to the project.

Deliverables:

Outcome 1: Matrix of financing options available in Malaysia.

Outcome 2: Submission of loan applications/ proposals to at least 1 (one) financial institution selected.

Skill Set

- 1. Research and methodology, measurement data, and presentation skills.
- 2. Financial analysis skills.

Other Job responsibilities:

- 1. Prepare proposals for financing.
- 2. Attending meetings.

The End