

# Provincial Electricity Authority Strategic Plan in 2020-2024



## Vision

Provincial Electricity Authority (PEA) is a leading organization in region, which focused on providing efficient, reliable electricity services and fully integrated related businesses for developing quality of life, sustainability of economics and society.

## Mission

PEA is responsible for the provision of standardized electricity services and related business to attain the customer's satisfaction on product and services through PEA's continual corporate development plans with the recognition of social and environmental responsibility

## Core Value

- Modernization
- Excellent Service
- Good Governance

## Core Competency

- 1) PEA's core competency at present :
  - Manage and serve the extensive, efficient and reliable distribution system.
  - Distribute electricity completely with maximum standard and reliability.
- 2) PEA's core competency in the future :
  - Operational competency and personnel skills that support the growth of the related businesses in the future

## Strategic Advantage

- 1) Employees efficiency and expertise in operating core business that can cope with government policy regarding increase energy consumption needs.
- 2) Well-established distribution networks that facilitate service development and responsive to government policy regarding fundamental infrastructure's investment.
- 3) Display of increasing working efficiency due to the continuous improvement in distribution system and service quality.
- 4) Ready for business expansion in the power industry's value chain as PEA has proper organizational structure, affiliate and sufficient financial support.

### Strategic Challenge

- 1) Utilizing customer data analysis and database to increase working process efficiency.
- 2) Unable to generate value-added to the organization and gain business opportunities from innovation management.
- 3) Business model analysis that align with the transition in power industry's structure.
- 4) The integration of working system and human resource competency to be ready for Digital Transformation.
- 5) Utilizing organization's core competency and business alliance to ensure portfolio stability.
- 6) Decreasing in long term revenue due to the emergence of Prosumer.
- 7) Training human resources for Multi- Skills and Business Mind to conduct a business under the transition in power industry's structure.
- 8) Amendment of regulations, rules, working systems and working processes to support new business and drive for Digital Utility.

### Strategic Positioning



### Strategic Objective

PEA's Strategic Objectives 2020-2024 are assigned 5 topics as followed :

1. Sustainability and Good Governance
2. Industrial Leadership with Digitalization
3. Customer Focused
4. New Business and Advantaged Portfolio
5. Enabler for Development and Growth

## Strategy and Action Plan in 2020

<b>SO1</b>	<b>Sustainability and Good Governance</b>	
	<b>Strategy 1</b>	<b>Drive sustainable growth, according to SDGs, OECD and DJSI</b>
		<ul style="list-style-type: none"> <li>- Integrity and Transparency Assessment (ITA) sustainable plan</li> <li>- Safety standard enhancement plan</li> <li>- OECD, DJSI and SEPO (State Enterprise Policy Office) compliance plan</li> <li>- Corporate Social Responsibility (CSR) enhancement plan</li> </ul>
	<b>Strategy 2</b>	<b>Build strong relationship with stakeholders</b>
		<ul style="list-style-type: none"> <li>- Integrated stakeholder satisfaction enhancement plan</li> <li>- Energy efficiency usage plan</li> </ul>
<b>SO2</b>	<b>Industrial Leadership with Digitalization</b>	
	<b>Strategy 3</b>	<b>Provide high service quality at leading level in ASEAN</b>
		<ul style="list-style-type: none"> <li>- Power system development Project for supporting special Economic Zones project (Phase 1)</li> <li>- Power system development Project for supporting special Economic Zones project (Phase 2)</li> <li>- Strong Grid development plan</li> <li>- Power system development plan for Smart Grid</li> </ul>
	<b>Strategy 4</b>	<b>Implement asset management roadmap for financial stability</b>
		<ul style="list-style-type: none"> <li>- PEA Asset Management plan</li> </ul>
	<b>Strategy 5</b>	<b>Redesign organization structure in regards to current business contexts and ecosystem</b>
		<ul style="list-style-type: none"> <li>- Digital Operational Excellence plan</li> </ul>
<b>SO3</b>	<b>Customer Focused</b>	
	<b>Strategy 6</b>	<b>Enhance customer services quality</b>
		<ul style="list-style-type: none"> <li>- Digital customer service development plan (PEA Smart Plus)</li> </ul>
	<b>Strategy 7</b>	<b>Build relationship and maintain high value customers</b>
		<ul style="list-style-type: none"> <li>- Digital Customer Relationship Management (CRM) plan for high value customer</li> </ul>
<b>SO4</b>	<b>New Business and Advantaged Portfolio</b>	
	<b>Strategy 8</b>	<b>Seek investment opportunity in related businesses</b>
		<ul style="list-style-type: none"> <li>- Portfolio Mix Planning &amp; Implementation plan</li> </ul>

<b>SO5</b>	<b>Enabler for Development and Growth</b>	
	<b>Strategy 9</b>	<b>Enhance human capital capability and management system</b>
		<ul style="list-style-type: none"> <li>- Digital technology development plan for enhanced human capital management</li> <li>- Digital competency development plan for future digital operation</li> </ul>
	<b>Strategy 10</b>	<b>Reinforce efficiency with digital technology through digital transformation</b>
		<ul style="list-style-type: none"> <li>- Digital platform development plan for organizational management</li> </ul>
	<b>Strategy 11</b>	<b>Enhance sustainable and Secured Digital Technology</b>
		<ul style="list-style-type: none"> <li>- Security systems for information technology development plan</li> </ul>
	<b>Strategy 12</b>	<b>Develop Corporate Innovation System : CIS</b>
		<ul style="list-style-type: none"> <li>- Innovation management system development plan</li> </ul>