

**Annex I3.3.2 Salient Features of Corporate Plan of PDAM Lematang Enim, 2001 – 2005 (1/2)**

<b>SWOT</b>	<b>STRATEGY</b>	<b>PROGRAM</b>
<b>STRENGTHS</b>	<b>STRENGTHS - OPPORTUNITIES</b>	<b>TECHNICAL AND OPERATIONAL</b>
1. Organization structure adopts decentralization system. 2. Management orients to customers. 3. Performance measurements are already standardized. 4. Electrical energy and natural gas are available. 5. Raw water sources are available. 6. There is credibility on government side.	a. Increase of service scope in relation with area development b. Increase of production capacity, efficiency and technology c. Increase of human resource quality which has more professionalism and can be relying on d. Change of cooperate body from region owned company to limited enterprise (PT)	<ul style="list-style-type: none"> <li>• Expansion of distribution and transmission pipe networks</li> <li>• Increasing and optimizing production capacity</li> <li>• Addition of new house connection</li> <li>• Addition of reservoir capacity</li> </ul>
<b>WEAKNESSES</b>	<b>WEAKNESSES- OPPORTUNITIES</b>	<b>FINANCE</b>
1. Personnel positioning is not suitable with educational level and its specialization. 2. There is still less coordination inter work units. 3. Remuneration system has not given satisfaction for employee. 4. Service area is wide from sub-districts to villages. 5. Applied technology is old and not efficient, e.g. no pre sedimentation in processing system. 6. Surface and groundwater is not available due to limited authority.	a. To carry out pre-active and integrative activities with institutions that has authority in groundwater control b. Water supply facilities have not constructed yet in new settlement areas and Pendopo city. This case gives possibility to cooperate with private party.	<ul style="list-style-type: none"> <li>• To accomplish the investment considering cost, benefit and fund source</li> <li>• To complete accounting system and budget arrangement using computerized technology</li> <li>• To cooperate with private, national and international party in investment</li> <li>• To adjust tariff program once in 2 years</li> </ul>
		<b>SERVICE AND MARKETING</b>
		<ul style="list-style-type: none"> <li>• To design development pattern and to survey market potential in some developed areas</li> <li>• To have a good cooperation with external institution in marketing program</li> <li>• To socialize activities through mass media</li> </ul>

**Annex I3.3.2 Salient Features of Corporate Plan of PDAM Lematang Enim, 2001 – 2005 (2/2)**

<b>SWOT</b>	<b>Strategy</b>	<b>Program</b>
<b>OPPORTUNITIES</b>	<b>STRENGTHS - THREATS</b>	<b>ORGANIZATION AND MANAGEMENT</b>
<ol style="list-style-type: none"> <li>1. There is regional regulation that supports PDAM development.</li> <li>2. Validity of law No. 22 and No. 25, 1999.</li> <li>3. Having access to adopted technology.</li> <li>4. There is overlapping in installation capacity of IKK.</li> <li>5. There are many people who utilize groundwater.</li> <li>6. Developing of new settlement areas.</li> <li>7. Un-availableness of water supply facilities in Pendopo city.</li> <li>8. Availability of enough raw water sources.</li> </ol>	<ol style="list-style-type: none"> <li>a. To carry out intensive and pre-active coordination in basin management</li> <li>b. Review of tariff structure that is suitable with customer capability</li> <li>c. Diversification in sector of ready-drinkable-water in relation to AFTE 2003</li> <li>d. To socialize the activities and programs to regional government, regional assembly council and people</li> </ol>	<ul style="list-style-type: none"> <li>• To complete information management system</li> <li>• To evaluate and complete a new organization</li> </ul>
		<b>HUMAN RESOURCE DEVELOPMENT</b>
		<ul style="list-style-type: none"> <li>• To cooperate with institution from domestic and/or international in human resource development</li> <li>• To complete system of career promotion</li> <li>• To adjust revenue and achieve using Objective Merit System based on Domestic Ministry Regulation No.1, 1997</li> </ul>
<b>THREATS</b>	<b>WEAKNESSES - THREATS</b>	<b>LAW DEVELOPMENT</b>
<ol style="list-style-type: none"> <li>1. Un-availableness of regulation that gives limitation for groundwater usage.</li> <li>2. Has not stable yet for inflation level.</li> <li>3. There are new competitors under AFTA 2003.</li> <li>4. Existence of technology of saving water.</li> <li>5. Existence of customers who receive big subsidiary.</li> <li>6. Validity of law No. 8, 1999 about customer protection.</li> <li>7. Cultural society, which does not support water supply management system.</li> </ol>	<ol style="list-style-type: none"> <li>a. To carry out comprehensive feasibility study of the development of branches and new IKK units</li> <li>b. To carry out the evaluation on branches and IKK units</li> </ol>	<ul style="list-style-type: none"> <li>• To anticipate and initiate publishing of local government regulation on the management and supply of clean water that strengthens PDAM exclusive rights</li> <li>• To study the law status for change of PDAM from region owned company to limited enterprise</li> </ul>