

**MARKETING PROMOTION ON HAULIER SERVICES  
WITH PARTICULAR REFERENCES TO  
FABER HAULAGE SDN. BHD**

**A GRADUATION EXERCISE SUBMITTED TO THE  
SCHOOL OF BUSINESS AND MANAGEMENT IN  
PARTIAL FULFILMENT FOR THE  
ADVANCED DIPLOMA IN BUSINESS AND ADMINISTRATION  
(TRANSPORT)**

**PREPARED BY  
ELYANI IZA BT. HJ. ZUBER  
ADVANCED DIPLOMA IN BUSINESS AND ADMINISTRATION  
(TRANSPORT)  
SCHOOL OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM  
SELANGOR DARUL EHSAN**

**MAY 1996**

## ACKNOWLEDGEMENT

In the completion of this thesis, I would like to express my gratitude to Faber Haulage Sdn. Bhd for accepting me in the company. A never ending thanks to En Anuar Hasan, the Operation Manager who had helped me in understanding the true transport management.

My overriding debt is to my advisor, Pn Hjh. Rokiah, a lecturer of marketing. Your guidance and constant inspiration were the key factors to the realisation of this thesis.

My special thanks are also dedicated to my parents and family who had been very supportive. Thank you for your never ending love.

I would also like to thank you the following person for their time, cooperation and advise towards the completion of this thesis.

- a) En. Arumugam A/L Manikam  
Executive Operation Manager  
Faber Haulage Sdn. Bhd
- b) En. Zamri Alias  
Supervisor  
Firstgain Holdings Sdn. Bhd
- c) Cik. Mahani  
Clerk  
Syfix Sdn. Bhd

Lastly, my special thanks to all my friends and seniors who have kindly given me their moral support.

## LIST OF TABLES

Table	Page
<u>Chapter 4</u>	
Table 4.1.1 - Familiarisation of Haulage Company	60
Table 4.1.2 - Selection of Haulage Company	62
Table 4.1.3 - Reasons for Selecting a Haudralic Company	64
Table 4.1.4 - Seek For Haulier Company	67
Table 4.1.5 - Importance in Choosing a Service	70
Table 4.1.7 - Recommendation to other company	73
Table 4.2.2 - Knowledge to other company	76
Table 4.2.4 - Advantage of the Service	79

## ABSTRACT

In most company, marketing has helped in increasing or maintaining their sales volume. In a service, marketing has played a vital part in solving the customer customer problems and satisfy them. Faber Haulage Sdn. Bhd has long seen that need. But to do marketing it needs money. Cost that indirectly bring profit (or loss). This research attempts to find which marketing tool that best suited the company. Which technique that has high impact to the customer but has low cost.

In the findings, 22% are using Faber Haulage service because of the personal contact. Since this is a service product, physical evidence does not much play their role .

Having a good service and keep in touch with the customer is the best way of selling. Before having a marketing department, Faber Haulage should consider of the cost, would it be viable?

In the years to come, Faber Haulage has to consider either to have a marketing department or having a sales person.

## 1.0 BACKGROUND OF THE COMPANY.

### 1.1 CORPORATE PROFILE.

Faber Group Berhad (Faber) was incorporated in Malaysia as Merlin Hotels Malaysia Bhd. on 31 May 1963 as the holding company for Hotel Merlin Kuala Lumpur Sdn. Bhd and Hotel Merlin Cameron Highlands Bhd.

In 1972, it merged with Faber Union Sdn. Bhd and was rename Faber Merlin Malaysia Bhd. Eighteen years later, on 22 November, the company assumed the name Faber Group Berhad.

In 1993, Faber rationalised its activity into three distinct core sector, namely hotels, properties and transportation manage through its wholly-owned subsidiaries, Faber Hotels Holdings Sdn. Bhd, Faber Development Holdings Sdn. Bhd and Faber Haulage Sdn. Bhd.

Faber Haulage and its subsidiaries specialise in transportation , port handling and freight forwarding of cement , petroleum and general cargo; and the manufacturer, installation and supply of customade loose furniture and system furniture for offices and hotels.