

**METRO BUS SERVICE
AS AN ALTERNATIVE TO LIGHT RAIL TRANSIT**

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**BY
ISHAK BIN IBRAHIM**

**SCHOOL OF BUSINESS AND MANAGEMENT
INSTITUT TEKNOLOGI MARA
SHAH ALAM, SELANGOR**

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ABSTRACT

This research is done to determine some possible factors and characteristics that can make METRO BUS as a competitive choice to LRT in the public transport industry. Improvement in quality of service, capacity and efficiency are some factors that can bring revolution into METRO BUS service. Some comparisons will be made between LRT and METRO BUS services when necessary during the study. At the end of this research, there will be some guidelines on how to improve METRO BUS service.

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CHAPTER ONE : BACKGROUND OF THE STUDY

1.1 Purpose of The Study

The purpose of this study is to determine possible steps to be taken by the company in maintaining its success upon the launching of LRT. It is important to know the ways to succeed with the existence of LRT before any further step can be taken in making decision for new alternatives in expanding the business.

There is a need to know the public's position with regard to the existing METRO BUS and the coming of LRT services. The knowledge can be used as a guideline in improving the existing bus service in order to attract more passengers.