

A STUDY ON THE LEVEL OF PERFORMANCE OF  
CITYLINER STAGE BUS SERVICE  
IN CHERAS SECTOR -- PARK MAY BERHAD

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## ABSTRACT

The government's efforts to reduce congestion by attracting people to use more public transport service and solve many problems that appear because of its rapid progress has led to the establishment of the consortium in providing transport service in Federal Territory. Thus, this strategy will lead to a more efficient, effective and professional management in public transport progress. Cityliner, wholly-owned by Park May Berhad to lead one of the two Kuala Lumpur City bus Consortia, has to play its vital role in ensuring the government's effort to upgrade the level of performance of public transport service especially public bus service. The transferring and upgrading of the new systems and the implementation of new technologies (Ticket machine as one of example) are several responsibilities that have to be concerned. The implementation of new systems and technologies is a tough barrier that has to be faced by Cityliner because people tend to defy new changes.

The evaluation on the level of performance of Cityliner stage bus on Cheras sector is a significant process in pre-evaluating the users response in the changes made. The evaluation on the level of performance is also important in determining whether, Cityliner is at the right track in achieving their respective objectives.

This study is based on the standard or policy set by Park May and also based on the standard and elements emphasized by Robert W. Koski in his book, Public Transportation : Planning, Operation and Management. The success of Cityliner performance will give a great impact on the future of the public transportation in Malaysia.

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## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE COMPANY**

The company was incorporated on 1st December 1972 in Malaysia under the Companies Act, 1965 under the name of Park May Sdn. Bhd. (PMB). The Company was converted to a public limited company and assumed its present name on 27th March 1990 and subsequently went on to be listed on the Kuala Lumpur Stock Exchange (KLSE) Main Board.

The principal activities of the Company is that of a management and investment holding company. Its subsidiaries and associated companies are primarily engaged in the operation of public bus transport services, coachbuilding, bodywork repairs services and property holding.

PMB's strong hold has always been in the stage bus operation but the Management has been studying the prospects of expanding the Company's operation with the objective of having a stronger presence in express bus operation. For this purpose, PMB has acquired potential companies such as Syarikat Ekspres Kuala Terengganu - Kuala Lumpur Sdn. Bhd. and Raya Express Sdn. Bhd.

Through its wholly-owned subsidiary i.e. Riveran Sdn. Bhd., PMB has also began operation of express executive coach that is equipped with modern facilities such as telephone, kitchen and modern audio equipment to ply the Johor Bahru - Kuala Lumpur - Penang routes.