

EFFECTIVE COMMUNICATION SYSTEM IN RELATION  
TO CONTAINER MOVEMENT.

CASE STUDY : KONSORTIUM PERKAPALAN BERHAD  
( PORT KLANG )

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## PREFACE

Konsortium Perkapalan Berhad (KPB) was set up in 1982 by most of Malay-based Cooperative and Chambers of Commerce from Northern Peninsular Malaysia state. KPB became the third haulier ( after Kontena Nasional and Shapadu Kontena) to be licensed by government.

With the establishment of 4 branches in strategic locations, KPB is able to meet the demands throughout Peninsular Malaysia, round the clock services, seven days a week.

KPB is the third haulier which operate in Klang Valley before Malaysian International Shipping Corporation and Northport Container Terminal joint this industry.

Generally the purpose of this research is to provide a solution to the communication problems that exist in KPB Port Klang.

Good customer service can be maintain by exchanging information through communication. Communication activity involve identifying the organization's publics and attitudes and behaviour.

Transportation is an industry in which service companies are often required to communicate in which serve the purpose of their customer rather than the convenience of the service provider itself.

- MAT TENG -

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## 1.1 KPB (KONSORTIUM PERKAPALAN BERHAD) IN GENERAL

Konsortium Perkapalan Berhad was set up in 1982 by host of Malay-based Cooperatives and Chambers of Commerce from northern Peninsular Malaysian states. In a makeshift operations headquarters in Butterworth, near the busy junction outside Penang Port, the first fleet of 15 prime movers and 60 trailers rolled out marking the birth of a new haulier.

KPB became the third haulier to be licensed by the government. Its activities however were to be confined to the confined to the hinterland of Penang Port, namely the northern Peninsular States.

With considerable enthusiasm and confidence, the company quickly established itself as a formidable competitor to other sole haulier - KN (Kontena Nasional) - that operated in Penang. Even with fewer equipment than KN, KPB managed to secure a fair share of the market rapidly. Its success was largely because it viewed itself as a niche market operator, ready to meet specific requirement of shippers.

In an attempt to achieve greater flexibility in its operations and to further expand its operations beyond the hinterland of Penang, KPB sought the government's withdrawal of the geographical restrictions imposed on it. The company sent numerous appeals to the government.

It was not until July 1988, that the government eventually decided to remove the geographical restrictions on all hauliers; benefiting both KP and other haulier, Shapadu Kontena. KPB seized this opportunity and quickly stepped up plans to expand its fleet size and geographical coverage of its activities.

The company embarked on the first expansion phase during which it