



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300 : Case Study on Petronas Serian

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2.0 Executive summary



PS SERIAN is run by Midamal Jaya Enterprise, managed by Abdul Hamid Halim. Born in Johor Bahru, Johore and was raised in Petaling Jaya, Selangor. Married with two children. Has 25 years working experience in customer service industries. Attended and graduated ASAS 99 on 23rd MARCH 2013.

Operated PS ONG KEE HUI from 29th June 2012 till 31st July 2015 before being upgraded to PS SERIAN which was handover and started operation on the 9th June 2015.

With all the experience, he will focus on customers with good, friendly and affection customer service. He will also share his knowledge and skills to his employees on excellent customer service, interpersonal skills, problem solving and good communication skills with customer.

3.0 Introduction

A case study is an analysis of a real life situation where the problems faced by the chosen company must be solved. In our case study, we have chosen PS SERIAN to be observed. This a petrol station owned by a Sarawakian businessman named Abdul Hamid. Mr. Abdul Hamid is currently in his early 50s and has been managing this business by himself. This petrol station has been established since 2015 and it is located in Jalan Lintang, Serian. One of the reason Mr. Abdul Hamid has chosen this particular location to start his business due to this are is the at the heart of serian and one of the developing area is sarawak effected by the opening of the Pen Borneo Highway. There are plenty of people in serian, especially construction workers and people that live in the area that needed their tank fill. These people had made the business owner convinced that his petrol station will be a good inveatment of his business. During the process of our case study, we have doing some reserch of this particular petrol station . One of the thing that we noticed is that Mr. Abdul Hamid have made his job quite efficient that he solve all the problems that may cause his business to be bad. This is because of his 25 years of experience that make him good at his field of work. Before that he faces some problem on how to motivate the worker to be more efficient and how to attract customer.

4.0 Company information

4.1 Background of the company

PS SERIAN was first open on 13th JUNE 1989 and is situated in the heart of Serian town area along Jalan Lintang near Jalan Serian By-Pass. At about 500 meters, is where Jalan Serian-Tebedu By-Pass and Jalan Serian Sri Aman By-Pass. Dewan Masyarakat Serian and Serian Market is located near to the station as well as Serian main public bus station. Hospital Serian is approximately a kilometer away with the Police station, Majlis Daerah Serian, Kompleks Sukan Serian, Taman Komuniti Serian, local schools, shops and banks are located nearby. Masjid Besar Serian, St. Helen and St Theresa Church are also located nearby PS Serian.

is now a Division and It is the newest of the 12 Divisions in Sarawak, which is made up of Serian District, Tebedu Sub-district and Padawan Sub-district. With this, more up coming development have been planned by the Government such as the Pan Borneo Highway.

PS SERIAN is run by Midamal Jaya Enterprise which was established on 16 February 2015 and holds a company registration no 64/15 with PDA No. 11960 and CSA No. A120066. Midamal Jaya Enterprise has a total of 19 employees which consists of the Dealer himself, a Human Resources Manager, a Manager, a Senior Supervisor, 3 Team Leaders, a Merchandiser, 12 cashier / forecourt crew and a Security Guard. Station is Operating 24 Hours with 3 shifts per day.

