

**A FEASIBILITY STUDY TO COMPUTERIZE
CONTAINER CONTROL SYSTEM
FOR
HIGH QUALITY PERFORMANCE AND IMPROVE CUSTOMER SERVICE**

BY:

MUZAMMIL NOORDIN

**A Thesis
submitted in partial fulfilment of the requirements for the
Advance Diploma in Business Administration of Transport,
in the School of Business and Management, ITM, Selangor.**

MAY, 1992

ACKNOWLEDGEMENTS

In presenting this thesis, I would like to express my profound gratitude to my lecturer who has been most patient and helpful through the research, and also for her constructive criticism and guidance for me to accomplish this research.

I would like to convey my greatest thanks to all the staff of P&O Container Agencies Sdn. Bhd. who has been very generous and cooperative in assisting me during the research and for those who are directly or indirectly involved with the research, thank you for everything.

I am also deeply indebted to all my colleagues for their valuable discussion and innovative ideas whom had together with me gone through a memorable and successful time and I'm most grateful to "cHoMEL" for the strength and inspiration given to me in accomplishing my 4 years study.

Lastly, but no means least, I am most grateful to my beloved mother, father and brothers for the encouragement, assistance, understanding and love given to me in the process of completing my advance diploma in ITM.

Muzammil Noordin

ABSTRACT

This thesis is an investigation into the method of how the container movements is presently controlled by Container Agencies Sdn Bhd. It attempts to identify the flow or the process of the present situation and also the problems which are faced by the operators in using the conventional T-board system.

In addition, it studies the reasons of the problems of how does the agencies keep track of the containers movements, are the containers being utilized efficiently, what are the ways to indicate the container's status whether it is available, laden, damage or repair or off hire of those leases containers.

The study also looks at the possibility of overcoming the difficulties faces by the operators by using a computer network system, whether it is feasible or not to be implemented in the company.

TABLE OF CONTENT

<u>ITEMS</u>	<u>PAGE</u>
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF DIAGRAMS	vii
LIST OF CHARTS	viii
LIST OF DISPLAYS	ix
ABBREVIATIONS	x
CHAPTER 1 : <u>INTRODUCTION</u>	
1.1 P&O CONTAINER AGENCIES SDN.BHD.	1
1.2 CONTAINER TRAFFIC MOVEMENT	6
1.3 PURPOSE OF RESEARCH	10
1.4 OBJECTIVES	11
1.5 PROBLEM STATEMENTS	11
1.6 HYPOTHESIS	14
1.7 SCOPE AND LIMITATION	16
1.8 METHODOLOGY	18

<u>ITEM</u>	<u>PAGE</u>
 CHAPTER 2 : <u>LITERATURE REVIEW</u>	
2.1 INTRODUCTION	23
2.2 MODERN TRANSPORTATION	23
2.3 TRANSPORTATION (3RD. EDITION)	25
2.4 COMPUTERS AND INFORMATION SYSTEMS (2ND. EDITION) .	27
2.5 THE COMPETITIVE DYNAMICS OF CONTAINER SHIPPING ...	29
2.6 WORLD DEEP-SEA CONTAINER SHIPPING	31
2.7 CONTAINERISATION IN THE EIGHTIES	33
2.8 CONCLUSION	34
 CHAPTER 3 : <u>THE CCL-CONVENTIONAL T-BOARD SYSTEM</u>	
3.1 THE CONVENTIONAL T-BOARD SYSTEM	36
3.2 THE T-BOARD	36
3.3 THE T-CARD	40
3.4 THE PROCESS OF THE SYSTEM	42
3.5 CONCLUSION	47
 CHAPTER 4 : <u>FINDINGS OF THE RESEARCH</u>	
4.1 INTRODUCTION	49
4.2 CAPABILITY OF THE T-BOARD SYSTEM	49
4.3 RECORD OF INFORMATIONS	66