



COMPANY ANALYSIS

SANI EXPRESS SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : **CS241 [BSc. (Hons) Statistics]**
SEMESTER : **6**
PROJECT TITLE : **CASE STUDY ON SANI EXPRESS SDN BHD**
NAME : **MUHAMMAD FAHMI BIN MOHD ROFI**
MATRIC NO : **2018695472**
LECTURER : **PUAN YUSRINA HAYATI NIK MUHAMMAD NAZIMAN**

TABLE OF CONTENTS

LIST OF FIGURE	iii
1.0 INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study.....	1
2.0 COMPANY INFROMATION.....	2
2.1 Background	2
2.2 Organizational Structure	4
2.3 Products/Services.....	5
2.3.1 Hi-Technology bus.....	5
2.3.2 Phone application	5
2.3.3 (24 Hour) careline services.....	6
2.3.4 Global Positioning System (GPS).....	6
2.3.5 Ticket counter	6
2.4 Technology	7
2.5 Business, marketing, operational strategy	7
2.6 Financial achievements.....	7
3.0 COMPANY ANALYSIS	8
3.1 Strength	8
3.2 Weaknesses.....	8
3.3 Opportunities.....	9
3.4 Threats	9
4.0 FINDINGS AND DISCUSSION.....	10
4.1 Seasonal profit.....	10
4.2 Marketing strategy	10
4.3 Vision and Mission.....	10
5.0 CONCLUSION.....	11
6.0 RECOMMENDATION AND IMPROVEMENT	11
7.0 REFERENCES	12

LIST OF FIGURE

FIGURE	TITLE	PAGE
2.1	Sani Express organizational chart	4
2.2	Sani Express bus	5
2.3	Phone application	5
2.4	Customer services	6
2.5	GPS	6
2.6	Ticket counter	6

1.0 INTRODUCTION

1.1 Background Of The Study

The public transportation especially busses and plane are most preferred by people for travel. During holidays, most people use express bus as their transportation to travel to their hometown. The aspect that the passenger focusing when choosing the company are at their services, price and safety provided by the company.

Performing case study will help us to figure out the problems faced by the company and then provide them solution to overcome the situation.

1.2 Problem Statement

The addition of new bus company in Malaysia absolutely affect Sani Express. The better services and low fare ticket will make passenger choose them. In addition, passenger will choose the most affordable with good services. Other than that, Sani Express also need to focusing to their expense since the high technology buses that used.

1.3 Purpose Of The Study

The purpose of the case study is to fully get access to the details of the main and supporting services that the company provide to detect possible flaws regarding aspects that are highlighted by customers. This study will help this company to improve their services and keep giving their best to the customers.

2.0 COMPANY INFORMATION

2.1 Background

Sani Express Sdn Bhd is a wholly owned subsidiary of Sani United Berhad established in 2006. Sani Express Sdn Bhd was founded by Datuk Wan Mohammad Sani Salleh. Sani Express has begun services in the same year with 15 single deck buses enroute to Kuala Terengganu and later to Kota Bharu, Kelantan and Kuantan.

SESB started the route with Kuala Terengganu with 7 single deck coaches, Kota Bharu with 6 single deck coaches and Kuantan with 2 single deck coaches as there are large number of manpower from East Coast working in the Klang Valley for past 20 years.

The tremendous growth of job opportunities in the Klang Valley whether employed or self-employed has result an influx of individuals from the East Coast to meet the demand. The influx has increased the volume of passengers using the mode of express buses to return to their respective states and vice-versa. As a new bus operator, SESB faced strong competition on its most popular routes especially Kuala Terengganu and Kota Bharu.

In the year 2008, Sani Express has shifted its services to a double decker buses with the aim to provide better and quality services to its passengers. Initially, the company acquired 15 double decker buses to replace the single deck buses of which 6 buses to cater for Kota Bharu, Kelantan, 7 buses to Kuala Terengganu, Terengganu and remaining 2 to Kuantan, Pahang.

Due to an over helming, response from the public for double decker buses to East Coast routes, Sani Express has acquired another 10 more buses of which 6 buses to Northern Region to cover namely Butterworth, Sungai Petani, Alor Setar, Jitra, Cangloong, Kangar and Kuala Perlis, 2 buses to Kota Bharu and another 2 buses to Kuala Terengganu.

The series of the revolution started in 2006 which is route from Kuala Terengganu to Kuala Lumpur. Then, the expansion route from Kota Bharu to Kuala Lumpur in 2007. The existence route from Kuantan to Kuala Lumpur in 2008 and finally Northern route from Kuala Perlis and Alor Setar to Kuala Lumpur in 2009.