



COMPANY ANALYSIS

KERETAPI TANAH MELAYU BERHAD (KTMB)

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EXECUTIVE SUMMARY

This case study was designed to investigate the problems that exist in KTM. Furthermore, we will discover the solutions of these problems that exist in KTM so that KTM will be improved.

From the findings, we had found two problems which is major problems and minor problems. The major problems that exist in KTM is the male passengers aboard in female's coach. The service seems not to be functioning as to protect and give comfortable to female passengers. Besides that, some men passengers were refuse to move to other coach because of limitation capacity. Based on that, the seats and the coaches in the train were limited made this situation happened which is the male passengers are in the female's coach and the safety for female passengers are insecure. While for the minor problems, some women passengers are claimed that they had been snatched theft, falling and fighting with male passengers. Besides that, some foreigners from other countries who visit our country are unable to understand the signboard in the train as they come from many countries such as Spain, French, China and many more and they are not English.

In conclusion, the case study will be evaluating and the solutions had been found to overcome these problems so that the KTM system will be more improved and systematic. Thus, it will attract many people to use this public transportation and give huge profit to KTM made KTM markets are successful.

1.0 INTRODUCTION

This case study is to analyze the operation system of KTM. The purpose of this study is to identify the reasons why there are still males entering coach designed for females passengers the problem was created to address from service oriented. However, KTMB also faced several problems when encountered this matter. It has been assumed that problem comes from the safety services which KTM cannot provide proper technology and also do not strict the rule of the safety to ensure the safety of female passengers. The study also include recommendation to improve the service.

2.0 COMPANY ANALYSIS

2.1 Background

KTMB (Keretapi Tanah Melayu Berhad) formerly known as Malayan Railway Administration has built and founded in British colonial era about 1901 but in 1992 railway wholly remained in federal government. It operates in two coast which is for West Coast line and East Coast line. For West Coast Line runs from Padang Besar on the Malaysia - Thailand Border in Perlis (where it connects with the State Railway of Thailand's network) to Singapore via Butterworth, Penang (for connections to Penang) and Kuala Lumpur. While for East Coast line runs between Gemas in Negeri Sembilan and Tumpat in Kelantan. Gemas is the rail junction between the West Coast and East Coast lines. It is called the East Coast line because it serves two of Peninsular Malaysia's East Coast states, namely Pahang and Kelantan. The train travel thru' the deep jungle of Malaysia to reach the east coast side thus earning a nickname - 'Jungle Railway'. KTM together with its subsidiaries, provides integrated rail transportation services for people and goods in Kuala Lumpur, Malaysia. It handles passengers and at the same time in business with rail cargo sector and rail freight.

2.2 ORGANIZATIONAL STRUCTURE

The organizational structure of KTMB consists of two board directors: Internal audit, and Integrity. Below of the directors is chairman, chief executive officer, chief operating officer, chief corporate officer, and chief finance officer.