AP248 5A

UNIVERSITI TEKNOLOGI MARA

UNiRIDE

CASE STUDY

UNiRIDE UiTM PUNCAK ALAM

Technology entrepreneurship (ENT 600)

FACULTY & PROGRAMME	:	**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (AP248)**
SEMESTER	:	**MARCH - JULY 2018**
PROJECT TITLE	:	**UNIRIDE UITM PUNCAK ALAM**
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1.0 INTRODUCTION

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EXECUTIVE SUMMARY

This case study was comissioned to examine problem that contains a real or hypothetical situation that also includes the complexties of UNiRIDE would ecounter in the convenience service business over the past 2 years since 2016 to 2018

The findings draw attention to the fact that service in UNiRIDE IN UiTM Puncak Alam shows some problems. Firstly, the The price of UNiRIDE service is unfair for Alam Bina's students because they have to pay a bit higher than the other students who wants to go from college to phase 1 faculties. Then, UNiRIDE also lack of drivers that leads to other problems which is less of UNiRIDE cars that are provided so students do not have any other option than waiting for the bus. Moreover, The UNiRIDE scheduling system is very poor because they don't state the exact time table for student to refer.

In conclusion, this case study will evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfied the new customer demand

1.0 INTRODUCTION

1.1 Background of the study

This case study is done to analyse the operation system of UNiRIDE addressed at Kolej Angsana, UiTM Puncak Alam, Selangor. This case study will analyse the problem faced by students UiTM Puncak Alam and recommended the best alternative for them to apply in their convenience business.

This study will evaluating the range and concludes that it would be the ideal candidate for the challenge by the market and can satisfy the new consumer demand. There are some problems that UNiRIDE were encountered during conducting their business. The problem was addressed from the process, technology and product or service oriented. It has been assumed that the problems comes from the unorganized schedule, lack of driver and price are not affordable for students.

1.2 Problem statement

1. The price is unfair for Alam Bina's students because they have to pay a bit higher than the other students who wants to go from college to phase 1 faculties.

2. Lack of drivers leads to other problems which is less of UNiRIDE cars that are provided so students do not have any other option than waiting for the bus.

3. The UNiRIDE scheduling system is very poor because they don't state the exact time table for student to refer

1.3 Purposed of the study

- To improve the management system of UNiRIDE.

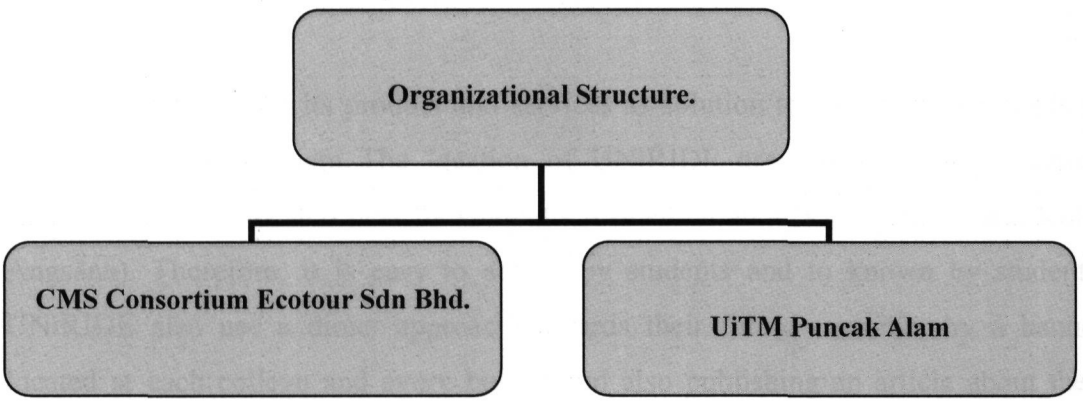
2.0 COMPANY INFORMATION

2.1 Background

UniRIDE is a service implemented by CMS Consortim Ecotor Sdn Bhd. The provision is aimed at providing transport services for students and also make it easier for students to move anywhere without waiting too long for other public transport. The service can also help reduce the use of parking space which may cause traffic congestion and environmental pollution.

The CMS Consortim Ecotor Sdn Bhd has established on 2015. It has launch in four local universities. The operating hour for UniRIDE from 8 a.m to 5 p.m every Monday to Friday and does not operate on weekdays.

2.2 Organizational structure



2.3 Product service