



**A CASE STUDY ANALYSIS ON
KONTENA NASIONAL BERHAD**

PRESENTED TO:

EN. KAMEL TAUFIQ B. ABDUL GHANI

In Partial Fulfillment of

Business Policy and Strategic Management

MKT649

Prepared:

**RAJA NATHARUDDIN B. RAJA RAHMAT
98518363**

**IMRAN B. BUANG
98030816**

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UNIVERSITI TEKNOLOGI MARA

JOHOR CAMPUS

MALAYSIA

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CORPORATE PROFILE

Kontena Nasional Berhad is one of the leading total logistics services company in Malaysia. The company provides a complete range of services that include:

- Container haulage
- Air and sea freight forwarding
- Inland clearance depots
- Warehousing
- Container storage and repair
- Bonded trucking
- Contract distribution
- Shipping agency
- Port management
- Depot services

Kontena Nasional was established as a container haulier in 1971. Today it provides a diversified range of services through eight subsidiaries or associates companies, each of which is involved in different activities of the transport industry.

The company has a paid up capital of RM247 million and asset worth over RM223 million. It has a network of officers at strategic location throughout the country and employs over 1800 peoples. It has invested substantially in man power training and in the latest IT applications to meet the requirements of clients, particularly in ensuring reliable services.

This commitment to human resource development and applications of IT for efficiency has been the cornerstone of the company corporate philosophy.)

Backed by Malaysia's Leading Trust Fund Manager

Kontena Nasional's major shareholder is Permodalan Nasional Berhad (PNB) which has a 86% state in the company. PNB, Malaysia's biggest trust fund manager, was established to increase Bumiputera (indigenous races) participation in the corporate sector. PNB's Board of Trustees include the Prime Minister (as chairman) and Deputy Prime Minister. The corporation has equity participation worth about RM36 billion in 292 companies.

The other shareholders of Kontena Nasional comprise Malaysian International Shipping Corporation, PERNAS, Majlis Amanah Rakyat and employees of the company.

Subsidiary and Associate Companies

- . Konnas Jet Cargo Systems
Sea and air freighting
- Konnas Maritime Services
Shipping agency
- Konnas Prolink
Total logistics activities
- Konnas Sarawak
Freight forwarding activities in East Malaysia
- Konnas Freight International (UK)

London-based international freight forwarder

- Kelang Port Management
Port management
- Konnas Terminal Kelang
Holding company with majority equity in public-listed Kelang Container Terminal Berhad
- PT Ritra Freight Centre, Indonesia
Joint venture for container storage and warehousing services in Indonesia