



**STRATEGIC ANALYSIS OF
CITY PUBLIC LINK BUS SERVICES SDN BHD (CPL)**

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FEBRUARY 2012

Acknowledgement

We would like to express our deepest thanks to our Research Advisor, Prof. Dr. Abdul Rahman Deen, for his guidance and support during the preparation of this research paper, which has and will be beneficial for our future endeavors as well.

We also would like to thank our industry supervisor, Mr Mohd Atan bin Abdullah the Maintenance Controller of City Public Link Bus Service Sdn Bhd (CPL) for his approval of us to use his company as the organization for our case study. His advice and understanding has given us the boost to compile all the data to complete the research paper.

And of course, many thanks to various individuals and organizations, Mr. Rano Aylwino Akat from Road Safety Department of Sarawak, Mr. Maharnis bin Hj. Nasren from Jabatan Pengangkutan Jalan (JPJ) Sarawak, Mr. Hasbi bin Zainuddin from Commercial Vehicle Licensing Board (CVLB), Mr. Zaidi Pathi from Dewan Bandaraya Kuching Utara (DBKU), Mr. Austin Wesceslaus Sili from Petra Jaya Transport Co. and Mr. Kok Say Liong from Bau Bus Transport Co. for all their cooperation and time given to our group to discuss and brainstorm on ideas on this study. Their input and indeed their contribution towards the group further enhance the quality of this research.

Finally, lest we forget, we would like to thank to our family members for their patience and understanding on the time and effort taken by us to complete the research and also for their encouragement and support while preparing this research paper.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

One of the National Key Result Area (NKRA) identified in the Government Transformation Program is to improve public transport. Both planners and concerned citizens are worried that if the current rate of increase in private car ownership and usage is not curbed, the nation's urban centres will be clogged up. However, before individuals can be convinced to reduce using their cars, an efficient and affordable public transportation system must be put in place.

Public bus service is an important component of the public transportation system to move large number of people, especially in urban areas. The government is providing many incentives to the private sector to help develop the nation's public bus service industry. However not many are attracted to the industry which has been generally regarded as unprofitable and not having good potential because of Malaysian's preference to drive their own car to move around even in urban centres and because of the stiff competition from other modes such as MRT and vans.

The situation is likely to be even more unattractive in Kuching as evidenced by the fact that even established company such as Chin Lian Long had ceased operations. However, given the new emphasis and encouragement given by the government to develop the sector, several new companies have started bus services recently. One such company is City Public Link Bus Services Sdn Bhd (CPL).

City Public Link (CPL) is currently one of the leading stage bus operators in Kuching. It was incorporated on 18th February 2005 and started operations on, 4th September 2009 after successfully receiving the necessary license from Commercial Vehicle Licensing Board (CVLB) Sarawak on 27th February 2009 to ply 40 routes in Kuching City. The

CHAPTER 2

INDUSTRY AND COMPANY BACKGROUND

2.1 INTRODUCTION

Public transportation is defined as transportation by a conveyance that provides continuing general or special transportation to the public; excluding school buses, charter and sightseeing services. Public transportation includes various modes such as buses, subways, rail, trolleys and ferry boats. It also includes demand response services for seniors and persons with disabilities as well as vanpool and taxi services operated under contract to a public transportation agency. In addition to providing the traditional transit service, many public transportation agencies also oversee freeway improvement projects, improvements on local streets and roads, and other transportation related elements (Toan and Brian, 2005).

There are many benefits to having public transportation. One of those benefits is public transportation improves the quality of life in communities across the country by providing safe, efficient, and economical transportation service. Secondly, the availability and cost effectiveness of public transportation is also vital to ensuring a healthy economy and improving mobility. People who use public transportation are not the only ones that are benefiting from it, society in general benefits from its availability. Among its most significant benefits are: eases traffic congestion, saves money, and creates and sustains jobs.

Full benefits of public transport can be measured by the efficacy of moving people from one point to another speedily, conveniently and at reasonable cost; public transport plays a decisive role in ensuring the vitality of urban areas and cities from different perspectives'. Public transport improves the economic productivity by enabling users to save time and reduce the uncertainty on their transport time. Public transport also generates wider economic effects based on the agglomeration benefits they create. Public