

**A STUDY ON SALES ANALYSIS OF A BUS
MANUFACTURER IN MALAYSIA
(SCANDINAVIAN TRUCK AND BUS SDN. BHD.)**

**A GRADUATION EXERCISE SUBMITTED AS A PARTIAL
FULFILLMENT FOR
BACHELOR IN BUSINESS ADMINISTRATION
(TRANSPORT)**

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ABSTRACT

Bus service has become the most important transportation alternative to private vehicle in Malaysia. Thus, with the Government regulations towards modern buses in the country, SCANDINAVIAN TRUCK & BUS SDN. BHD. as the modern bus manufacturer of SCANIA model needs to provide a quality product in terms of technical aspect and dependable after sales service for maintenance and repair.

With the existing competition from other models such as MAN, DAEWOO and VOLVO, therefore, as for this study, it will concentrate on the competitive past sales data of SCANIA with those models taken from January 1994 to June 1996. All the sales data will be analyzed and directly evaluated the sales performance of the product. Besides that, the study was conducted in order to determine the product comparison in terms of technical aspect and the availability of its after sales service. The product development must be very efficient to ensure it can lead in terms of quality, economical operation, comfortability and safety compared to other models. It will also evaluate the availability of after sales service as the bus operators surely will need to have a well-planned maintenance and repair during their operations. Thus, the bus manufacturers have to be very concerned in providing better after sales service in order to keep its good image and reputation with the customers and directly improve its sales performance.

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