

"KUALA LUMPUR - KLANG EXPRESSWAY"

A COMPETITION THAT ARISES FOR KENDERAAN KLANG BANTING

BERHAD"

A GRADUATION EXERCISE SUBMITTED AS PARTIAL FULLFILMENT
OF THE ADVANCED DIPLOMA IN THE BUSINESS ADMINISTRATION
(TRANSPORT)

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ABSTRACT

The purpose of this report is to identify types of competition that exist within a transport industry. This report only focuses on public bus transport which operate along Kuala Lumpur - Klang route and all data and analysis are based on the subject company which is Kenderaan Klang Banting Berhad (KKBB).

KKBB is facing a major competition from other two companies which are Sri Jaya Kenderaan Berhad and KL, Klang and Port Sweetenham Omnibus Company Berhad.

These three companies are competing in providing customer services, bus scheduling and operations to the local community around Klang Valley, Shah Alam and Kuala Lumpur.

Based on the analysis through survey, observations, informal interviews and reports, there are more opportunities for KKBB to tap on and to be utilized for capturing more market share.

CONTENTS	PAGE
ACKNOWLEDGEMENT	i
ABSTRACT	ii
LIST OF TABLES	iii
LIST OF APPENDIXES	v
CHAPTER ONE : INTRODUCTION	
1.1 PURPOSE OF STUDY	2
1.2 BACKGROUND OF THE COMPANY	3
1.2.A HISTORY OF THE COMPANY	
1.2.B ORGANIZATION	
1.2.C FINANCIAL ASPECTS	
1.3 SCOPE AND LIMITATION	6
1.4 OBJECTIVES	6
1.5 PROBLEM STATEMENT	7
1.6 HYPOTHESIS	8
1.7 METHODOLOGY	9
1.8 CONTROL OF TRANSPORT ORGANISATION	10
CHAPTER TWO :	
2.0 PRESENT SITUATION OF COMPANY	16
2.1 THE SUBJECTED ROUTE UNDER STUDY	19
2.2 KKRB FLEET SIZE AND PERFORMANCE	21
2.3 COMPETITORS	24
2.4 SCHEDULING AND SERVICES	26