



UNIVERSITI TEKNOLOGI MARA

**QUALITY OF POS MALAYSIA BERHAD'S
DELIVERY SERVICES**

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TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS	viii
ABSTRACT	ix
CHAPTER ONE : INTRODUCTION	1
1.1 Background of the study	1
1.2 Objective of the study	7
1.3 Scope of the study	8
1.4 Problem Statement	10
1.5 Significance of the study	11
1.6 Limitations	12
CHAPTER TWO : LITERATURE REVIEW	13
2.1 Quality	13
2.2 Defining and measuring	15
2.3 The early history of Sarawak Postal Services	17
2.4 PMB Modernization Project	19
2.4.1 The effect of Modernization in Delivery	21
2.4.2 Implementation of new work methods	24

ABSTRACT

In delivering services, customers may need 3 things, which are reliability, promptness and courtesy and these very basic elements of customers that make it more important for customer-service to be effective.

This study attempts to generate information and opinion as well as attitude of customers towards the prospect and quality of the delivery services provided by PMB delivery services. The delivery services are regarded as part and parcel of the services that the customers normally consider as poor. The speed of processing delivery, reliability, promptness and courtesy of staff do greatly affect the level of satisfaction of customers.

My article will be aimed at breaking a new ground to keep informed relative decision-makers of Pos Malaysia Berhad's management, other general leaders and supervisors as well, to come up with new tradition and to improve the working system and culture of the delivery staff.

This study will also strive to meet the need for accuracy or at least approximate the useful information in placing Pos Malaysia Berhad perspective contributions and capabilities to assist overall potential developments and progressive improvements so as to achieve the clearly laid objectives, goals, missions and strategies of Pos Malaysia Berhad in future.

CHAPTER 1

INTRODUCTION

1.1 Background of the study.

The Postal Services were established in the country in the early 1800's. It was started in the Straits Settlements consisting of Penang, Malacca and Singapore. Postal services to other parts of the country and began to be established from 1837 until 1910. In 1935 the Malayan Postal Union was formed comprising the Straits Settlements and the Federated Malay States. After Japanese Occupation, the Unfederated Malay States joined the Union.

During its colorful 200-year history the postal services operated as a government department. In the beginning, the post office was confined to the transmission of letters.

The parcel post, registration, insurance and cash-on-delivery services were later introduced in stages.

The postal services expanded from providing what was considered as purely postal services.

Money Order and Postal Order services were introduced and so was Post Office Saving Bank which is now Bank Simpanan Nasional.

With the expansions of the government machinery, the post office began to provide agency services on behalf of other government departments and statutory bodies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Quality

Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

According to John F Welch, Jr. Quality is our best assurance of customer allegiance, our strongest defense against foreign competition, and the only path to sustained growth and earnings.

As we've seen, today's executives view the task of improving product and service quality as their top priority. The success of many companies and organization are due to the exceptional quality of item products. Most customers will no longer accept or tolerate average quality performance. If companies want to stay in the race, let alone be profitable, they have no choice but to adapt Total Quality Management (TQM) – an organization-wide approach to continuously improving the quality of all the organization's processes, products and services.

One element of the organization development (OD) is (QWL) Quality of work life. During the post decade, a concept that has many implications for employee participation and received much attention called QWL and is the extent to which