

NETWORK :

A STUDY OF FELDA COURIER SERVICE  
WITH A VIEW DEVELOPING AN OPERATION MANUAL  
Special references to Felda Transport Corporation

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## Preface

Felda is an organisation which consists of many corporations and main administration offices which have a daily contact with their branches within the nation. These resulted in the setting of NETWORK, a Felda Courier Service at the end of 1986.

As a new company, NETWORK is trying to upgrade itself in its service and marketing in order to be the most successful courier company in the Felda Group and the nation as well. To achieve these objectives, the need of better system either in management, marketing or operations, is therefore, very important. Thus a proper study of the whole company is necessary in order to meet those efficient and effective system.

Other than that, NETWORK is also facing a number of problem in its current operation and management side. This includes the coordinating transport and delivery system, unpunctuality of goods received at the consignee's point and high cost incurred. Therefore, it needs proper recommendations such as marketing, projection, setting of branches, selection of agents and promotion effort and an operation system manual in order to reduce these problems.

As the study goes on, the author will try to develop a proper system that hopefully will lead to the success of NETWORK. These will also be achieved by comparing NETWORK with other established courier companies for the purpose of measuring the standard of NETWORK operation.

## Table of Contents

	<u>Page</u>
CHAPTER 1 INTRODUCTION	
1.1 Felda Transport Corporation	1
1.2 Problem Statement	9
1.3 Literature Review	11
1.4 Objectives	17
1.5 Hypothesis	17
1.6 Scope and Limitation	18
1.7 Methodology	19
1.8 Chapter Elaboration	20
1.9 Conclusion	21
CHAPTER TWO : CURRENT OPERATIONS	
2.1 Introduction	23
2.2 Current Market of NETWORK	25
2.3 Performance	38
2.4 System	51
2.5 Cost Incurred	58
2.6 Revenue	64
2.7 Conclusion	66
CHAPTER THREE : CASE STUDY : NETWORK OPERATIONS COMPARED TO THE ESTABLISHED COURIER COMPANIES	
3.1 Introduction	68
3.2 The Operation of the Establish Courier Company	69
3.3 NETWORK Operations Compare to the Established Company	84
3.4 Conclusion	87

CHAPTER 4 : THE POTENTIAL OF NETWORK IN THE CURRENT  
COURIER INDUSTRY MARKET

4.1	Introduction	89
4.2	Market Availability and Future Prospect of Courier Industry	89
4.3	The Potential Growth of NETWORK in Current Market	92
4.4	Future Operation Requirement	108
4.5	Area to be Concentrated	122
4.6	Conclusion	124

CHAPTER FIVE : OPERATION MANUAL

5.1	Introduction	126
5.2	Inland Courier Service (Inbound and Outbound Handling Process	129
5.3	Airfreight (Domestic Inbound/Outbound Handling Process)	150
5.4	Conclusion	156

CHAPTER SIX : RECOMMENDATION AND CONCLUSION

6.1	Recommendation	
6.1.1	Management Strategy	158
6.1.2	Marketing Strategy	165
6.1.3	Promotion, Advertising and Publicity	169
6.1.4	Setting Branches	171
6.1.5	Unpunctuality and Lateness Problem Solving	172
6.1.6	Creating Good Image for NETWORK	175
6.1.7	Selling the Service	177
6.2	Conclusion	179