

THE EFFECTIVENESS OF BLACK BOX APPLICATION ON  
THE EXPRESS BUSES

A CASE OF  
PARK MAY BERHAD

DAHLIA MURNIBT HAMIDON  
95586447

BACHELOR BUSINESS ADMINISTRATION  
(TRANSPORT)

FACULTY OF BUSINESS MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM

MARCH 1999

First of all I would like to take this opportunity to thank all those who have helped me to understand and face numerous challenges, intellectual, emotional and spiritual during the four years of study in MARA Institute Technology. My greatest appreciation to my advisor Puan Norlida Abd Hamid, a lecturer in Business Administration(Transport) for her guidance, advice, contribution and criticism in helping me complete my thesis. Also to all transport lectures thank you very much support. Also my sincere thanks to En. Osman Sulaiman, Assistant Secretary of Road Transportation(MOT), En. Husnal Azhari Sanusi Operation Manager Delcom Sdn.Bhd, Sarjan Rohana Traffic Cop. PDRM, and Hasniza Husin, from JPJ.

I would like to express my most sincere gratitude to En. Kamal Izham, Assistant Manager of Operations Department and En. Sulaiman Kamari second Assistant Manager Operations who has guided me in preparing the thesis. Their assistance, constant aspiration and practical suggestion are very much appreciated

My utmost appreciation to all the staff at Park May Berhad including the drivers who have given me co-operation throughout the study.

The rationale of this study is to discuss the importance of using the black box. The main objective of this programme is to reduce rate of accident especially involving express buses. Black box or Vehicle Speed Monitor(VSM) is a computerised system which is essentially, a simple device that records and stores in its memory every occurrence of the vehicle exceeding the set speed limit and tampering. The system is virtually maintenance-free and is designed and built to be tamperproof, rugged, robust and accurate. It is made of automotive grade components and materials that are able to withstand extreme environmental conditions and temperatures. Malaysia is first to use the device in the express and tour buses. In the European countries, a different tool called speed limiter is used to monitor the buses.

Delcom Services Sdn. Bhd, the only black box supplier in Malaysia has been given authority to fit the government vehicle with the device. 10,000 vehicles are expected to fit the device including buses and lorries, but only 4,000 vehicles are fitted with it. This is the early stage known as the pilot project that is undertaken in 1995. The result is, it works well besides give accurate information. In line with this, the government has agreed to apply the gadget to all the express and tours bus after discover the increase of accident cases involving the express and tour buses keep increasing. After the case involving

## **TABLE OF CONTENTS**

	Page
CHAPTER 1	
1.0 Introduction	1
1.1 Background of the company	1
1.2 Rationale of the study	1
CHAPTER 2	
2.0 Background of the study	8
2.1 Objectives of the study	8
2.2 Scope and limitations	9
2.3 Problem statements	10
2.3.1 Cases of accidents	10
2.3.2 Cost factor	10
2.3.3 Customers' and drivers' satisfaction	10
2.3.4 Trip generation	11
2.4 Literature review	12
2.5 Research methodology	17

## **1.0 INTRODUCTION**

### **1.1 Background of the Company**

Park May Berhad was incorporated on 1<sup>st</sup>. December 1972, as a private company, and listed on the KLSE Main Board in 1990. Park May Berhad became a subsidiary of the Renong Group after Renong Berhad acquired 50.1% in February 1994.

It holds a substantial interest in the public transportation industry, which is mainly the stage and express bus service through its various subsidiaries, besides focused as a management and investment holding company

Its stage bus service ply in Klang Valley, Negeri Sembilan, Penang and Kuantan. Cityliner Sdn.Bhd. is the intercity stage bus wholly owned subsidiary of PMB will be operating along all the road corridors into and out of the city center. In line with the full implementation of the government's mandate for an InterCity and IntraCity consortium, Cityliner will be expanding to the InterCity corridors. Currently, Park May is concentrating its efforts towards increasing territorial coverage and fleet modernisation, which includes the introduction of modern buses, rationalism of routes and upgrading of facilities.