

MALAYAN RAILWAY
INCREASING THE MARKET SHARE OF
SUGAR AND FLOUR TRAFFIC

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ABSTRACT

MR has become one of the most important form of transportation for both passenger and freight. Lately the market share of MR's sugar and flour traffic has been declining although the total production of sugar and flour is increasing over the years. MR's activities are limited to the long-haul while road transport monopolises the short-haul movement. The main problem faced by MR in the movement of these traffic is the insufficient supply of covered wagons to the customers. Other contributory factors are poor wagon turnround and competition from the road hauliers in terms of transit time, door-to-door service and prompt settlement of loss and damage claims. Although rail freight charges for sugar and flour traffic are lower than that of road(except a few), MR could not secure a larger share since it is found that MR lacks some of the qualities in its services and facilities as mentioned earlier. Since most of the sugar and flour traffic flows are on long haul, the MR's share of these traffic can be increased, provided MR's service qualities are improved.

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