

MARA INSTITUTE OF TECHNOLOGY

**COMPARISON BETWEEN OWN TRANSPORT AND HIRED
TRANSPORT FOR
CADBURY CONFECTIONERY (M) SDN.BHD.**

**THIS GRADUATION EXERCISE IS SUBMITTED AS PARTIAL
FULFILLMENT OF BACHELOR OF BUSINESS
ADMINISTRATION (TRANSPORT)
SCHOOL OF BUSINESS AND ADMINISTRATION**

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ABSTRACT

The objective of this research paper is to analyze the operating cost, particularly on transportation, for Cadbury Company. Two forms of transportation are observed throughout the study; company owned truck and hired truck. The cost of the two methods are observed and compared.

The methods used in completing these tasks are hands-on experience, observation, face to face interview with the authority concerned and interview with the drivers. As for secondary data textbooks, journals, magazine, articles, company's records, brochures and SRM are used in analyzing the problems and making a recommendations.

The result of this research suggests that it is more economical and efficient to hire its transport rather than to have its own transport.

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CHAPTER 1

1.0 Background of Study

1.1 Company Background

A one man grocery business opened in 1824 in Bull Street, Birmingham by John Cadbury, a Quaker, was the foundation of Cadbury Ltd. In 1824 one of the ten children of Richard Tapper Cadbury who had moved to Birmingham from the West Country in 1794, John Cadbury opened his grocery business at 93 Bull Street a fashionable Shopping area in Birmingham in 1824 when he was twenty- two years old. When the business expanded to a warehouse in Crooked Lane in 1831, John Cadbury became a manufacturer of drinking chocolate and cocoas.

In 1847, the business moved to a large factory in Bridge Street and John Cadbury took his brother Benjamin into partnership, When the family business became Cadbury Brothers, Birmingham.

During the mid 1850's, business began to decline and the partnership between the first brothers was dissolved in 1860. This was probably the most difficult time in the Company's history.