

**SEMAI IMPIAN SDN BHD  
EXECUTIVE COACH**

**AN ANALYSIS ON DIVERSIFICATION OF SERVICE IN  
PROMOTING THE EXECUTIVE COACH OPERATION.**

**A GRADUATION EXERCISE  
SUBMITTED AS PARTIAL FULFILLMENT  
OF THE  
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION  
(TRANSPORT)**

**BY**  
**MIFTAH BTE ABD MUTALIB**  
**90423171**  
**ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION**  
**(TRANSPORT)**  
**SCHOOL OF BUSINESS AND MANAGEMENT**  
**MARA INSTITUTE OF TECHNOLOGY**  
**SHAH ALAM , SELANGOR DARUL EHSAN**

**MAY 1994**

## *Abstract*

Semai Impian Sdn Bhd is one of the subsidiary of Mara Holdings which know operates the Executive Coach service. This latest design of coach introduces quality by increasing the level of service of express coach industry in Malaysia. It also provides an alternative for the passengers to choose from.

Currently, the Executive Coach is introducing improvements to its operation as well as increasing their promotional strategies.

This research is carried out to study the consumer's perception of the Executive Coach service and the proposed diversification of service. A closer observation and opinions from both local and foreign tourists are vital to obtain information regarding their perceptions on a tour package that will be introduced by the Executive Coach.

Another type of the diversification of service is a special charter service. Corporate bodies and organisations are being selected under this survey in order to identify whether the Executive Coach charter service can be their official transportation for special occasions.

It is hoped that, the recommendations made would provide Semai Impian with some ideas on how to further improve the Executive Coach service performance.

# *Table Of Content*

List of charts	page v
List of appendices	v
List of abbreviations	vi
Abstract	vii
Acknowledgement	viii

## **Chapter One**

1.0 INTRODUCTION	1
1.1 TRANSPORTATION IN MALAYSIA	1
1.2 OBJECTIVES OF THE RESEARCH	4
1.3 PROBLEM STATEMENT	5
1.4 HYPOTHESIS	6

1.5	EXECUTIVE COACH	7
1.5.1	The objectives of Semai Impian Sdn. Bhd.	9
1.6	DIVERSIFICATION OF SERVICE	10
1.6.1	Objective of the diversification	12
1.6.2	Hypothesis of the diversification	13
1.7	TYPES OF THE DIVERSIFICATION	14
1.7.1	Service for corporate bodies and organisations	14
1.7.2	A tour package	15
1.8	CONCLUSIONS	16

## **Chapter Two**

2.0	LITERATURE REVIEW	20
2.1	BUS AND COACH DEFINITION	20
2.2	BUS AND COACH TECHNICAL SPECIFICATION	21
2.3	EXPRESS COACH REGULATION IN MALAYSIA	21
2.4	THE HIGHWAY AND EXPRESSWAY IN MALAYSIA	22
2.5	COACH SERVICES	23
2.5.1	Express services	23
2.5.2	Excursions and tours	24
2.5.3	Private hirer or contract	26
2.6	EXECUTIVE COACH SERVICE	27
2.7	DIVERSIFICATION OF SERVICE	29
2.8	CONCLUSIONS	31

## **Chapter Three**

3.0	METHODOLOGY	32
3.1	INTRODUCTION	32
	3.1.1 Monotoring Method	33
	3.1.2 Interrogative Method	33
3.2	THE STUDY BACKGROUND	34
3.3	THE METHOD OF STUDY	34
	3.3.1 Primary Data	36
	3.3.2 Secondary Data	41
3.4	CONCLUSIONS	43

## **Chapter Four**

4.0	INTRODUCTION	44
4.1	PRESENTATION OF DATA AND FINDINGS	46
	4.1.1 Foreign tourist	46
	4.1.2 Local tourist	62
	4.1.3 Corporate bodies and organisations	77
4.2	CONCLUSIONS	93