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COMPANY ANALYSIS

POS MALAYSIA BERHAD

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EXECUTIVE SUMMARY

We gladly present our case studies on delivery services provided by Pos Malaysia. Where, the delivery service provided is not as promised. Based on our observations and research, most customers complain about delivery via Pos Malaysia are very slow and sometimes the courier were not received. We prepared this case study to find the causes and ensure the best solutions to improve process of courier.

Pos Malaysia Berhad is the first postal services company in Malaysia. Where, they provide a wide range of services such as postal service, courier, financial services, payment services and so on. Pos Malaysia also has large coverage service around Malaysia where this can make their customer easy to deal. We assume that this is one of why customer still demand on Pos Malaysia even they have a lot of complaints. Pos Malaysia vision is to "Connecting Malaysia and Beyond – For Today and Tomorrow". It shows that Pos Malaysia must act fast for their services in order to achieve their vision.

Based on that, we have done some research and observation to find the causes and present recommendation to Pos Malaysia for their service improvement. We use Business Model Canvas (BMC) to determine on how the company create, delivers and capture value of their services. We assume that Pos Malaysia has variety of service that can make customer or business people choose. This is due to wide coverage and cheaper services. We also use SWOT analysis to compare the strength and weakness between Pos Malaysia and their competitor. We assume that Pos Malaysia have opportunity to be more competitiveness if they can make improvement.

Based on our further discussion, we recommend that Pos Malaysia need to improve in terms of employee skills and knowledge. Where, we assume that their employee have less experience on how to handle the customer, especially employee in customer services. Furthermore, Pos Malaysia also need to upgrade their apps system to be more accurate and improve their shipment process. This is to ensure customer product will sent at the right place and at the right time. For example, maybe Pos Malaysia can implement digital rating by customer to thier in front liner employee, so that the customer can get the fast response.

1. INTRODUCTION

1.1 Background of The Study

Pos Malaysia is one of the companies in Malaysia that provide delivery services for their customer. Besides, they also provide intermediary services between consumer and other parties such as TNB, Telekom, Syabas, JPJ, insurance company and so on. This facilities can helps Malaysian consumer to manage their personal matters such as bill payment, renewal driving licence, renewal insurance and so on. Where, they can easily pay their bills at any Pos Malaysia counter located around Malaysia.

Pos Malaysia Berhad is the nation's postal service provider and has over 1,000 pick up and drop off points all over Malaysia. This makes Pos Malaysia as the biggest competitor to other companies such as GDEX, Citylink, Skynet Worldwide Express and so on. Moreover, Pos Malaysia provided the cheapest courier price for small shipments where it is suitable for small business use (Tang, 2018). This is why most Malaysian consumers prefer to use Post Malaysia services.

However, we find that Pos Malaysia has received numerous complaints from their customers such as the delivery item does not reach the correct location and takes more than a month, damage of the delivery item, unresponsive phone calls and so on. Based on our analysis, Pos Malaysia received average 2 complaints in 1 day at their website.

According to The Star Online (2007), Pos Malaysia has a poor record of service for many years and receives many complaints, where it looks like no action is taken. Despite, most Malaysian consumer still choose Pos Malaysia to deliver their parcel due to price range offered is cheaper than others. This shows that customers need a better courier service to ship their goods (Azmi, 2016). Therefore, we have done some research, observation and analyze the data to find the causes and provide some alternative to reduce the problem.

1.2 Problem Statement

Based on our observations at the Pos Malaysia Berhad Complaints & Reviews Board website, we find that most of the complaints received are shipping process that takes more than one month to arrive. Especially, the services provide under the Pos Laju. For example, on 2nd April 2018, the customer complained that the service was very slow, where he did not receive the parcel until today. This problem often happens to their customers and Pos Malaysia needs to take an initiative to handle it.

Besides, Pos Malaysia has developed a tracking system for their customers to check and trace their parcel shipment on their own. However, the system is still has many lack and weak to tracking the shipment. Where, the time of parcel delivery is not updated and sometimes the delivery time was not same as tracking system. According to the complaints by Eqa Jafrin (2018), she was mentioned that her tracking number is not update in the system and it make difficult to trace her parcel. This shows that the system was not pretty helps their customer to monitor the parcel shipment.

Moreover, sending the wrong location also is one of the reasons why the shipments take a long time to arrive. Mardilah has lodged a complaint on 9th April 2018 regarding the letter that she sent not reached to the correct location. Pos Malaysia is a consumer choice because of the price offered and this makes Pos Malaysia have a lot of documents and packaging to be processed for delivery. Where, possibility to have error in sorting and sending the item for delivery process is high. But, this does not mean that they can simply ignore the problem.

In addition, staff attitudes and responsibilities are also important in every process of shipment, starting from the receipt of items at the counter until they deliver the item to the required location. According to the complaint by Tan (2018), where he saw the postman did not ring the door bell and simply leave a card for customer claim their item at Pos Malaysia counter. Actually, the postman need to get the customer signature to ensure the item was deliver to the right person. Furthermore, Pos Malaysia careline telephone service also was not helpful in respond the feedback. Ashley (2018) complained that she had called Pos Malaysia for many times and after her call was answered, the call was suddenly hang. Based on our observation, Pos Malaysia also was not respond to their customer complain in their website.