

EXPRESS BUS SERVICE MARKETING
PROBLEMS, ACHIEVEMENTS AND PROSPECTS.

PREPARED BY :

MUZAFAR BIN MOHAMED YUSOF
86186434
ADVANCED DIPLOMA IN
BUSINESS ADMINISTRATION (TRANSPORT)

SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM
SELANGOR

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Operation Manager

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Encik Rahman Bin Juli

Deputy Director (Enforcement)

Road Transport Department

ABSTRACT

Hosni Ekspres Sendirian Berhad is owned by Syarikat Pengangkutan Maju Berhad, which both is under patronage of the Johore State Economics and Development Corporation. It was taken over in June 1989.

Due to past management problem, certain actions and new strategy should be implemented. This includes marketing strategy (that is how to attract customers/users to use express bus service).

In order to know to what extent HESB was attracted users, in completing this thesis, a questionnaire survey has been done, recorded and analysed. All users (respondents) perceptions and opinions are stated in this thesis.

It also has been stated few ways or guidelines in overcoming or counteract the problems faced as well as advertising media which is according to the company's budget.

Finally, recommendations are also included in this thesis, to help the HESB management to improve their services. It is believed that a bigger market share could be captured in the future as well as improving the marketing strategy and service with the implementing of the stated recommendations.

MUZAFAR BIN MOHAMED @ YUSOF

Mara Institute of Technology
Shah Alam
Selangor Darul Ehsan.

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