



UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

KERETAPI TANAH MELAYU BERHAD (KTMB)
KOMUTER

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF HEALTH SCIENCE, BACHELOR
OF MEDICAL IMAGING (HS 242)
SEMESTER : MARCH – JUNE 2018 (NHSIF10Y)
PROJECT TITLE : COMMUNICATION PROBLEM AT KTMB
COMMUTER
GROUP MEMBERS : NORSALIHA ABD HADI (2015669614)
: AIN AMALINA MAT ZANGGI (2015631456)
: AZEFA AHMAD (2015653124)
LECTURER :MDM. ZANARIAH BT ZAINAL ABIDIN

TABLE OF CONTENT

TITLE PAGE	1
ACKNOWLEDGEMENT	3
INTRODUCTION	4
COMPANY INFORMATION	5
COMPANY ANALYSIS	7
FINDING AND DISCUSSION	9
CONCLUSION	10
RECOMMENDATION AND IMPROVEMENT	10
REFERENCES	11

ACKNOWLEDGEMENT

We would like to thank our parents for being supportive and helping us in doing this assignment. We also would like to express our gratitude to our lecturer Mdm Zanariah Binti Zainal Abidin for guiding us and giving us opportunity to use our creativity in finding a solution for problem faced by corporate business. We also would like to extend our gratitude toward our friends and colleague for trying to help us as much as they can.

1. INTRODUCTION

1.1 Background of the Study

KTMB commuters provide rail services around Kuala Lumpur and Klang Valley area. Because of problem with late train arrival, we would like to suggest KTMB to use their official Facebook page as main communicator tools to reach their customer. KTMB commuters should informed whenever there is disruption in train services, and also inform customer about alternative way for customers to continue their journey in their Facebook page. KTMB also can try to develop an application to make it easier for KTMB to communicate with customer.

1.2 Problem Statement

KTMB has started its upgrading works since 2016. Problem with late train arrival had immediately arise when the works started. In addition, customers are not well *informed about the train schedule or any changes of the train schedule. It became* worst if there is any disruption in train services. Most of the time, a written announcement about any changes of train schedule and service disruption is put up at the train station. Customers felt frustrated because they only know about the information when they arrive at the train station. Customers also have to find their own alternative way to continue their journey. KTMB do make an announcement on their Facebook page about any disruption in train service however, there is no live update on train schedule changes.

1.3 Purpose of the Study

- i) To analyse system use by KTMB to communicate with passenger.
- ii) To make appropriate recommendation for KTMB to solve problem regarding communication with customer.

2. COMPANY INFORMATION

2.1 Background

KTMB is the oldest and one of the main train service provider in Malaysia. KTMB started during British colonial era and is built to transport tin. Now days, KTMB provide diesel hauled train services in Peninsular Malaysia, Singapore and Thailand. KTMB also provide electric train services (ETS). ETS is an intercity rail service by using electric multiple unit. This service operates along the electrified and double-tracked stretch of the West Coast Line between Gemas and Padang Besar on the Malaysia-Thai border. Plus, KTMB provide cargo services mainly to carries maritime containers, cement and foods. In addition, KTMB provide commuter services to provide rail services in Kuala Lumpur and surrounding Klang Valley area.

2.2 Organizational Structure

KTMB ORGANISATION CHART

