



Keretapi Tanah Melayu Berhad (KTMB)

COMPANY ANALYSIS

KERETAPI TANAH MELAYU BERHAD

PRINCIPLES OF ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

- Case study on KTM Komuter Customer Service at Rawang Railway Station
- Vending machine is not well functioning.
- Lack of frontliner staffs to help
- Long queue to buy token and top up for KTM Komuter link card
- Only one 'touch n go' machine available at the KTM Komuter station

1. INTRODUCTION

1.1 Background of study

- Outline background of the study
- KTM Berhad faces high complaints from customers for so many years.
- From the interview with General Manager of KTM Komuter Service, Mr Khair Johari, we will know what exactly happen in KTM commuter service. When we open KTMB website, there are so many complaints regarding the service, ticketing and staff behaviors.
- What are the actions that KTM use and provide to solve all the problems.

1.2 Problem Statement

- Ineffective management like lack of supervision.
- Shortage of human resources crews
- Shortage of the resources (operation)
- The REHAB programs. To change old rail in commuter line.
- Token system that KTM commuter use is not relevant and waste money to buy new token

1.3 Purpose Of The Study

- Ineffective management like lack of supervision
- Shortage of human resources – frontline staff, technician ,counter ticketing.
- Token is not relevant in KTM commuter system.
- Only one or two Touch n Go machines available at certain stations.

1.4 Theory that will be used.

- Investing in physical capital whether building a new factory or upgrading computers or machines such as token machines and vending machines can pay off for a company. This is the same as KTM Berhad, if the problem with their token machines can be solved, the productivity can be improved. Investing in human capital also important to the company. The shortage of staffs might be

because of under-supply of trained workers because company would not want to teach skills to employees.

Recommendations

- Hire new staff and give a proper benefits to the crew.
- Give more information and teach the correct way to customers in order to use a token vending machines.
- Give more rewards to customers who use KTMB komuter link card. This may help to reduce the staff burden at the ticket counter.
- The government must buy more commuter six car set to reduce waiting time at the station and make journey become faster.
- The REHAB program is about 12 years to change all rail track in Klang valley commuter line.

2. COMPANY INFORMATION

KTM has started its business on 1962 to 1992. In 1992, KTM has been changed to KTM BERHAD.

In 1992, KTMB has rebranding to a private limited company. It is fully owned by The Minister of Finance. KTMB is majorly operating the railway transportation like Commuter service, Intercity services ,ETS services and Freight Service in Peninsular Malaysia.