



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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CASE STUDY : CASE STUDY ON SANI EXPRESS

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EXECUTIVE SUMMARY

This case study was conducted to examine problem that encountered by Sani Express during their business operation for the past eleven years. From this case study, we were able to make a few recommendations in order for them to improve the quality of services.

The finding draws attention to the fact that problem in Sani Express Shah Alam shows some major and minor problems. Firstly, there is difficulty in purchasing online ticket through Sani Express official website. The passengers have to buy the ticket at the counter instead of purchase it online. Next, Sani Express is also poor in marketing strategy. They do not always update their promotion and advertisement about their services especially on social media.

In a conclusion, this case study will shows problem associated with Sani Express Shah Alam and concludes that it would be an ideal recommendation in order for them to improve their services.

1.0 INTRODUCTION

1.1 Background of the study

Sani Express is a bus company that provides bus services for long hand journey. One of the main functions is to sell ticket to the passengers. This case study is done to analyse the problems encountered by Sani Express Shah Alam and to recommend a few alternative solutions for them to apply in their business.

1.2 Problem Statement

The problems associated with Sani Express during conducting their business are difficulty in purchasing online ticket and poor marketing strategy.

1.3 Purpose of the study

- To recommend Sani Express to have their own official application (apps) in purchasing online ticket.
- To recommend Sani Express to appoint a software engineer to control the system on their official website.
- To recommend Sani Express to be more actively advertise and promoting their services.

2.0 COMPANY INFORMATION

2.1 Background

Sani Express is one of the bus company that offer bus services to passengers within the long journey. They were established on January 9, 2007 in Klang and have been operating for about 11 years ago. Sani Express has shifted its services from single deck buses into double deck buses in order to improve the quality of services towards the passengers. Sani Express in Shah Alam is one of the new Sani Express counters which sell the ticket needed by the passengers including student from UiTM Shah Alam. The bus travel only on East Cost and Northen roads such as Perlis, Kelantan and Terengganu. They are still planning to extend their services to reach more destinations particularly in Southern region to meet the demand.