



اَوْنُوْزِ سِيْقِيْ تِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



POSLAJU

POS MALAYSIA

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## TABLE OF CONTENTS

<b>BIL.</b>	<b>TITLE</b>	<b>PAGE(S)</b>
<b>1</b>	INTRODUCTION	1
<b>2</b>	COMPANY INFORMATION	2 – 11
<b>3</b>	COMPANY ANALYSIS	12 – 15
<b>4</b>	FINDINGS AND DISCUSSION	16
<b>5</b>	CONCLUSION	17
<b>6</b>	RECOMMENDATION AND IMPROVEMENTS	18
<b>7</b>	REFERENCES	19
<b>8</b>	APPENDICES	20

## **.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Pos Malaysia Berhad has four main business units, which are PosMel, PosNiaga, PosLaju and PosLogistic. This four business unit has its own responsibilities. PosMel provides the service for mail and parcel normal delivery in Malaysia or outside the nation. PosNiaga handles the operations of business to thrive and grow with the proper systems and solutions. Meanwhile, PosLaju handles express delivery for mails or parcels either domestic or international. PosLogistic is the services that handles the operations of logistic for air, land and water transportation in order to deliver the mail or parcel to or from its customers. One of the most frequently used services is delivery service by PosLaju. Thus, the study is focusing on PosLaju.

### **1.2 PROBLEM STATEMENT**

From its name, PosLaju is one of the oldest courier services in Malaysia. It started in 1986 by delivering international mail under the Expedited Mail Service (EMS) banner for Pos Malaysia Berhad. Two years later in 1988, it began to offer domestic courier services under the PosLaju brand name. However, there are problems regarding the operation of PosLaju, which includes late delivery, no proper marketing channels and strategy, after sales services do not achieved customers satisfactory and also less promotional campaign.

### **1.3 PURPOSE OF THE STUDY**

The purpose of the study, firstly, is to study the problems stated above, why is the problems happening, and ways on how to improve PosLaju courier services.

## 1.0 COMPANY INFORMATION

### 2.1 BACKGROUND

In September 2001, Pos Malaysia Berhad was listed on the Kuala Lumpur Stock Exchange (now known as Bursa Malaysia Berhad) through a reverse takeover of a Philio Allied Berhad assuming its listing status. Today, Pos Malaysia has many Strategic Business Units which is PosMel, PosLaju and PosNiaga. Pos Malaysia Berhad employ more than 16,000 people, over 1,000 physical outlets nationwide consist of more than 700 Post Office and more than 300 Pos Mini. Besides, they are represented by more than 100 Independent Postal Agent all over Malaysia reaching more than 6 million addresses nationwide.

A courier service in Malaysia is relatively old. In the early 1970s foreign companies such as DHL and OCS beginning their operations in Malaysia. The first local courier company to operate in Malaysia is City-Link Express (M) SdnBhd which began its operations in 1979. This was followed by ABX Express (1984), Nationwide Express (1985). POSLAJU (part of the Pos Malaysia) and UPS appeared in the scene in 1988.

Today the domestic courier service is mainly dominated by City-Link Express, Nationwide Express and GD Express (GDex). Both Nationwide and GDex are public listed company while City-Link Express had remained firmly in the hands of its founder, David Tan. The history of Pos Malaysia Berhad can be traced back to the early 19th century with the establishment of postal services first in the Straits Settlements in which it would cover the whole Malaya by early 20th century.

## 2.2 ORGANIZATIONAL STRUCTURE

