



## COMPANY ANALYSIS

### KONSORTIUM TRANSNASIONAL BERHAD

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

<b>FACULTY &amp; PROGRAMME</b>	<b>:</b>	<b>Faculty of Applied Science</b>	<b>AS2034S1</b>
<b>SEMESTER</b>	<b>:</b>	<b>4</b>	
<b>PROJECT TITLE</b>	<b>:</b>		
<b>GOUP MEMBERS</b>	<b>:</b>	<b>1. Muhammad Aiman bin Shaari</b>	
		<b>2. Hazami bin Zulkifli</b>	
		<b>3. Mohamad Nor Efezal Mukminin bin Mohd Fadzil</b>	
<b>LECTURER</b>	<b>:</b>	<b>Puan Hajah Zanariah Binti Zainal Abidin</b>	

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# 1.0 INTRODUCTION

## 1.1 Background of the study

Konsortium Transnasional Berhad (KTB) is a company that provide a service involving buses, including express bus service, a bus service that run much faster than usual bus. Express bus only two stop in each trip, where they pick the passengers on the bus the bus terminal and drop on other bus terminal, usually much further or out of the city. Passengers supposed to book their ticket early from the counter where they have to walk into the ticket counter or they can book on the internet. The ticket price usually depends on how far the destination. The bus trip will take from 1 and up to 7 hour on the road, then they drop the passengers on the terminal where the passengers want, depend on the ticket.

## 1.2 Problem Statement

University students usually choose the best and cheapest alternatives to return to their hometown during holidays. Therefore most of them will choose express buses. By using the express buses, they are expecting to arrive home without any problem.

However, some problem involving time management, bus condition, ticket management and other few minor problem could make student have to search for other alternative hence, not choosing bus as their first cheap alternative to go home. In response to this problem, a few ways can be recommended to overcome the problem.

### **1.3 Purpose of the Study**

- To study the efficiency of transportation service in Konsortium Transnasional Berhad (KTB).
- To study the time management of bus trip in KTB
- To study the problem involving the condition of KTB's buses.
- To investigate minor problem based on passengers opinion on KTB
- To recommend a few solution and alternative to make KTB express bus service to be the first choice for student.

## **2.0 COMPANY INFORMATION**

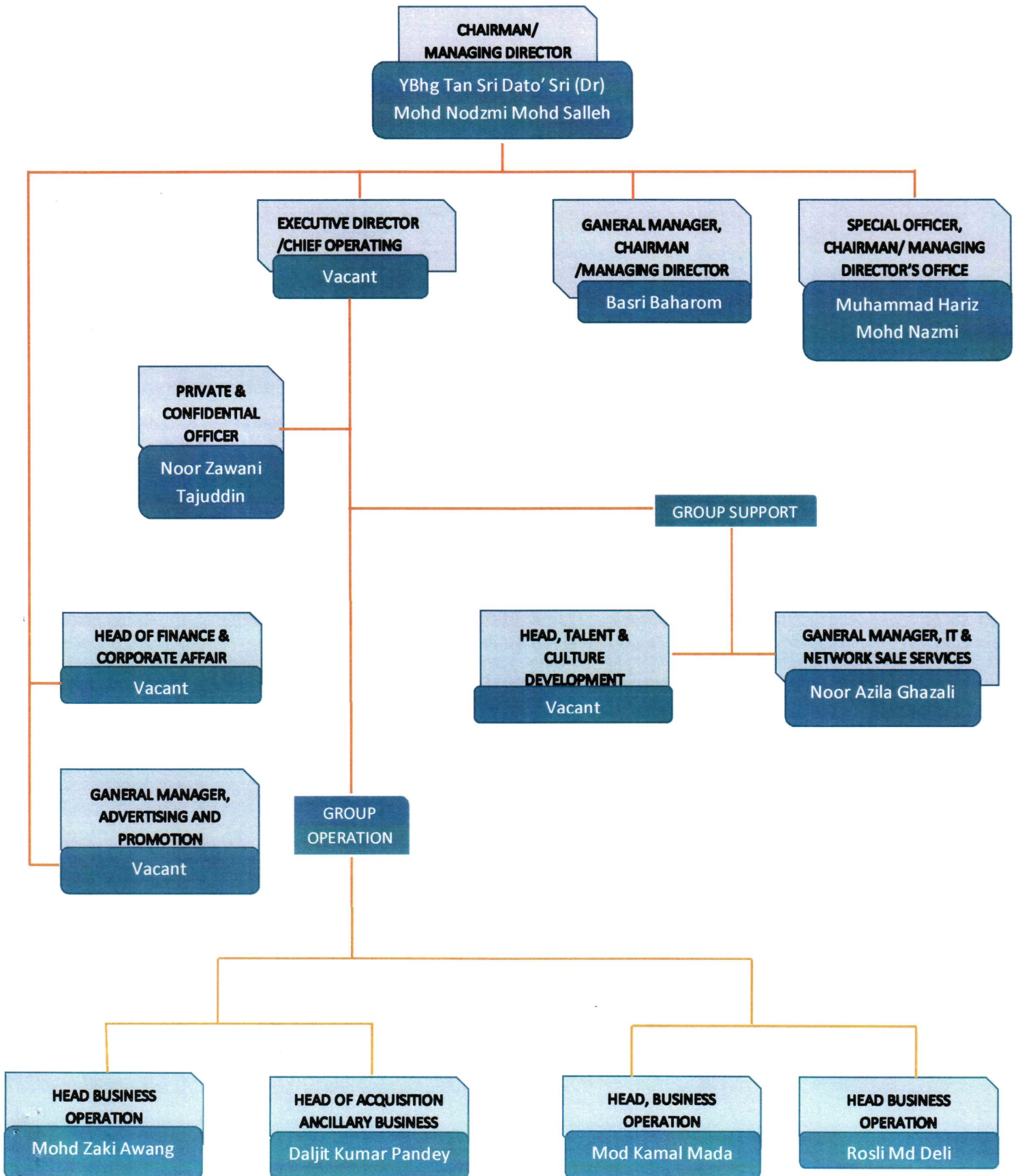
### **2.1 Background**

KONSORTIUM TRANSNASIONAL BERHAD (KTB) made its debut on Bursa Malaysia on June 15, 2007. KTB are famous of providing services in the bus transportation system comprising stage and express bus operations within Peninsular Malaysia. The company was very well known in the Malaysia.

The stage and express bus operations covers throughout Peninsular Malaysia, covering almost all major cities and towns. KTB also provides services to other country such as Singapore. The company has more than 1,500 buses that covers and operated more than 250 routes, works more than 1,000 trips daily.

Under the command of KTB, there are many types of bus. The leader of express bus is Transnasional. Then, for stage bus it is called Cityliner. Plusliner is for economic express bus and Nice is for luxury bus services.

## 2.2 Organizational Structure



### **2.3 Product/Services**

There are two types of bus services that Konsortium Transnasional Berhad provides. One of the services is stage bus known as "Cityliner" that operates at five different regions. The regions are Kelantan, Selangor, Negeri Sembilan and northern region. Then, another service is express bus. The Express Operation Division is divided into three brands which are Transnasional, Plusliner and Nice. They also provide two ways for passengers to buy their ticket. First, passengers can walk into their ticket counter or kiosk all around peninsula of Malaysia. They also provide online ticket booking at online or they also have collaborated with REDBUS App so passengers can book their ticket easier.

### **2.4 Technology**

There are few technologies that KTB implement or used in it buses. This includes, USB charging port on each seat in the bus that can be used to charge any device that support USB charging. There are also Individual Reading Light for every seat above the head made from LED that can make sure are not to bright or to gloomy.

KTB also provide a safety system involving 24-hour GPS monitoring. A team will monitor and supervised the activity of the bus on the road. A buzzer also installed on the each bus that will turn on every time the bus drive above speed and alert the driver and passengers.

### **2.5 Business, Marketing, Operational Strategy**

KTB have use many marketing strategy. The most frequent technique they used was advertisement on television. Then, KTB also makes ads on youtube, fb ads and using ambassador to promote their services. Besides that, KTB have many branches to ensure that people can easily reach them. Furthermore, KTB uses social media such as Facebook, Twitter, and Instagram to updates any information and promotion that they offer. KTB also install a Touch n Go machine inside every stage busses. It is very wise steps to attract more people to use their services.

## 2.6 Financial Achievement

### **FINANCIAL HISTORICAL COMPARISON**

Company Name : KONSORTIUM TRANSNASIONAL BERHAD  
 Company Number : 617580-T

#### **AUDITOR**

Auditor	ERNST & YOUNG (AF0039)	JAMAL,AMIN & PARTNERS (AF1067)
Auditor Address	Level 23A, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, 50490 Kuala Lumpur KL	60, TINGKAT 2, JALAN 2/23A, OFF JALAN GENTING KLANG TAMAN DANAU KOTA, SETAPAK 53300 KUALA LUMPUR WILAYAH PERSEKUTUAN
Exempt Private Company	N/A	N/A
Financial Year End	31-12-2005	31-12-2015
Unqualified Reports	Y	Y
Consolidated Accounts	Y	Y
Date of Tabling	30-11-2006	19-05-2016

#### **BALANCE SHEET ITEMS**

Non-current assets	173,021,693.00	250,067,000.00
Current assets	54,580,646.00	81,439,000.00
Non-current liabilities	0.00	0.00
Current liabilities	84,604,526.00	176,397,000.00
Share Capital	125,992,250.00	40,280,000.00
Reserve	-71,350,708.00	88,127,000.00
Minority Interest	0.00	2,196,000.00

#### **INCOME STATEMENT ITEMS**

Revenue	216,625,176.00	179,512,000.00
Profit/(loss) before tax	4,241,130.00	1,781,000.00
Profit/(loss) after tax	2,537,323.00	1,233,000.00
Net dividen	0.00	0.00
Minority Interest	0.00	0.00

### 3.0 COMPANY ANALYSIS

#### 3.1 SWOT Analysis

<h3>STRENGTH</h3> <ul style="list-style-type: none"><li>• KTB have many branch in Peninsular Malaysia</li><li>• The ticket price is reasonable</li><li>• Have been established for 30 years</li></ul>	<h3>WEAKNESS</h3> <ul style="list-style-type: none"><li>• Poor time management</li><li>• Condition of the bus is unsatisfactory.</li><li>• Poor ticket management.</li></ul>
<h3>OPORTUNITIES</h3> <ul style="list-style-type: none"><li>• High request during festive seasons.</li></ul>	<h3>THREATS</h3> <ul style="list-style-type: none"><li>• Passengers have many choice to choose other company or other alternative way.</li></ul>



## **STRENGTH**

- KTB have many branch across the Peninsular Malaysia. So, passengers can get to buy their ticket easily. Besides that, for passengers from rural area to ride the bus is easy. This will help in the increase number of passengers choosing Transnasional express.
- The price of the ticket is reasonable and affordable for all stage of community.
- KTB have been established for 30 years, hence their name are familiar in peninsula.

## **WEAKNESS**

- Poor time management – The bus always pick up customer a bit late than the schedule. The higher-ups should realize this problem and come out with solution to minimize the problems. The driver of the busses also have to aware of the situation of the route traffic
- The condition of the bus is unsatisfactory because there are many complain made by the passengers that the bus break down during the journey and the passengers have to wait for a quite a time before another bus to came pick them up. Then, the air conditioning system in the bus is not cool and it makes the passengers feel warm and not comfortable along the way.
- Poor ticket management- some passengers encounter with a problem where their sit have been booked by other, even though both of them have paid. One on online and one at the counter.

## **OPPORTUNITIES**

- High request during festive seasons - Many passengers will need the services to go back to their hometown. So the ticket will be limited and it will guarantee sold out in a short period of time. This will cause high profits for the company.

## **THREATS**

- Passengers have many choices to take bus express besides than Transnasional. There are many other companies that provide the same services with more facilities and better comfort for passengers. This will be a threat for Transnasional express.

#### 4. FINDINGS AND DISCUSSION

##### **Findings:**

Based on our finding, we found that most of the passengers that we have interview have encountered a problem where the bus arrived way too late from what it is scheduled. Another problem is there a frequent case of bus break down during travelling. There is also some problem regarding the double booking of the bus's seats where the online ticket buyer and counter ticket buyer possible bought the same seat. Other problems include the bad condition of the bus such as bad air conditioning, not so ergonomic seat and bad luggage management also were told by the passanger.

##### **Discussion:**

One of the main problems with KTB is the bus arrival time, where the bus arrives late to pick up the passengers. This is usually due to bad traffic condition around the city, where the bus terminal located. Hence, time prediction for the bus driver to arrive at terminal supposed to be precise by including the time they will stuck in the traffic jam to prevent the delay that might occur on the second trip.

Another major problem with KTB is the frequent cases of their busses break down during their journey. This not also made the passenger uncomfortable, but it also will cause a great time delay on the passenger. In fact, it also affect the passengers that the bus should pick on the next trip. This problem happens due to badly maintain bus or the bus were not regularly serviced. The management should alert with their buses condition and make sure all of their buses are serviced on time, follow the schedule and none of the buses missed the routine.

Furthermore, the clashed seat booking problem also one of KTB major problems. There is incident where a passenger was asked to leave the bus because the seat that she booked online have already been booked offline, or in other mean, booked at the counter. The problem is, the girl already pay the ticket online. This showed that, the unsystematic and unsynchronized information between the internet counter and walk-in counter. This problem will cost people money and time.

A few minor problems is involving the seat of the bus that are not actually comfortable for a long journey consisting of five to six hour of sitting. And then, there are some complain about the air conditioning in some of the bus are not working properly due to reason stated above that is, bad bus mantainence. And lastly, bad luggage management where they are not actually stack the luggage properly and nicely.

## **CONCLUSION**

In conclusion, KTB should really look into their driver schedule and time management, *make sure all of their buses go through every scheduled services or even improve the bus maintenance and furthermore, make the online ticket booking and counter booking more efficient.* Other than that, new seat design that are more ergonomic, and better luggage manage should be implemented to make sure passengers always happy and will continue to choose KTB as their best express bus.

## **RECOMENDATION AND IMPROVEMENT**

For a recommendation, KTB should make sure all his driver and the one in charge on the bus maintenance should follow the scheduled services and maintain the quality of the bus. They also can reconsider to deal with other service centre that deal with bus maintenance, and find a new tender. Then, KTB can search for buses that have a history or a frequent cases of bus breakdown, and they can find a replacement for it. Besides that KTB can purchase a high quality brand of busses. Further, KTB can create a more reliable online system that can operate well for passengers to buy or book a ticket.it is to prevent any case involving a clash between the counter booker and online booker. They also can work with authorities to bring down any fake website that provide fake ticket purchase.

## REFERENCES

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2. <https://transnasional.com.my/>
3. <https://transnasional.com.my/>
4. [http://www.bursamalaysia.com/market/listed-companies/list-of-companies/plc-profile.html?s\\_tock\\_code=4847](http://www.bursamalaysia.com/market/listed-companies/list-of-companies/plc-profile.html?s_tock_code=4847)

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