



FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (AP248)



AP2485A

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

TRANSISWA (BUS TRANSPORTATION)

GROUP MEMBERS:

- | | |
|----------------------------------|------------|
| 1. SYAFIQAH BT SHAHRI | 2015110173 |
| 2. SITI FARHANAH BT JUNAIDI | 2015183017 |
| 3. RAIDATU SUHADA BT ABDUL RAHIM | 2015126533 |

LECTURER:

MRS. HAJJAH ZANARIAH BINTI ZAINAL ABIDIN

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1.0 INTRODUCTION

1.1 Background of Study

This case study executed in order to analyses the current operation system of the Transiswa transportation services located at three UiTM campus which is UiTM Shah Alam, UiTM Puncak Alam and UiTM Puncak Perdana. This study analyses the problem faced by the organization and recommended some solutions or alternative in order to improvise the current operation system to be more relevant and excellent.

There are several problems that Transiswa have been encountered during their business from process to the technology and the services provided. It has been assumed that the problems occurred due to the poor ticketing system and poor buses management system.

1.2 Problem Statement

- Poor ticketing system
- Poor bus management system

1.3 Purpose of The Study

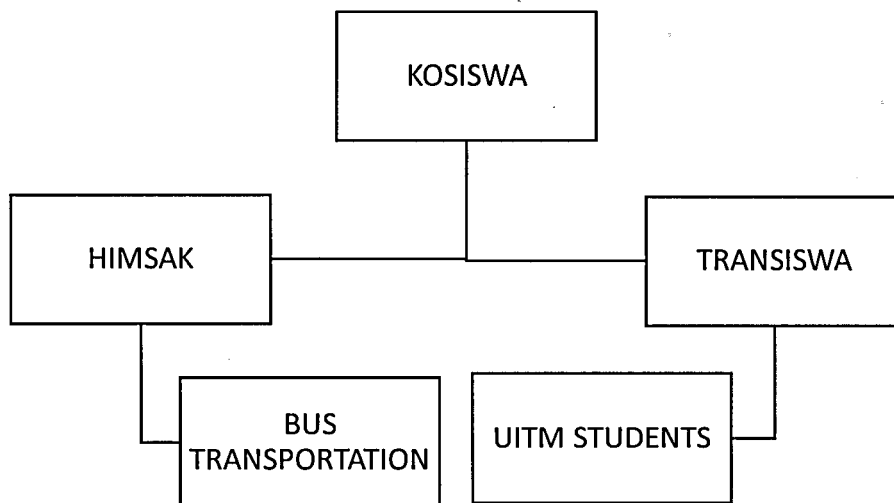
- To analyze the long queue problem of the current ticketing system.
- To make recommendations how to improve the efficiency of the buses management system.

2.0 COMPANY INFORMATION

2.1 Company Background

Transiswa is an organization that provides a buses transportation services for UiTM students by offering several destination (states) which have higher demands among the students such as Kelantan, Terengganu, Pahang, Johor, Kedah and Penang by providing a near pick up and drop off location which is within the campus area itself.

2.2 Organization Chart



2.3 Service

- Bus transportation services for UITM students during holiday.

2.4 Technology

- Online ticket booking system

2.5 Business Strategy

- Social media marketing strategies such as Instagram, Twitter and Facebook.
- Near pick up and drop off location within the campus area.
- The destination offered based on high demand among the students.

3.0 COMPANY ANALYSIS

3.1 SWOT

