

**A STUDY ON PHYSICAL DISTRIBUTION
FUNCTIONS PRACTICED BY NSTP (M) BERHAD
WITHIN KUALA TERENGGANU**

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Dear Madam

Re: INTERNSHIP THESIS

Enclosed is the Internship Thesis entitled "A Study on Physical Distribution Functions Practised by New Straits Times Press (M) Berhad Within Kuala Terengganu" for your kindness perusal.

I do hope that with this project paper, it will meet the requirement and also expectations of the school towards their students.

Lastly, I would like to thank you for all the guidance and support you have rendered to me whilst preparing the project paper.

Thank you.

Your sincerely,

.....
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May Allah Bless All Of Us.

ABSTRACT

Since 1996 until April 1996, the sales of Berita Harian and Berita Minggu in Kuala Terengganu have not been encouraging. The sales have been saturated from time to time even government has emphasized on literacy. NSTP (M) Berhad as a leading in bahasa newspaper should identify the problems and try to solve it.

To accommodate the increasement, the company should examine the effectiveness and efficiency of physical distribution functions such as order processing, inventory control, transportation and warehousing to fulfil the customers order. The company also should identify the factors that affect the effectiveness of intermediaries in selling newspaper.

The company may offer various benefits and provide good services to the vendors to encourage them to improve their sales. Regarding to the outlet and early arrival, the company should increase the outlet by appoints more vendors and decrease the number of sub vendors.

NSTP (M) Berhad also should improve its technology in printing, order processing and inventory control to ensure the production was efficient and meet the customers need. Lastly, the management should try to solve the problems faced by the vendors such as weather and traffic. With an effective and efficient distribution, the customers will be attracted to buy the newspaper and the company may increase the sales successfully.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS	i
TABLE OF CONTENTS	ii
LIST OF TABLES	iv
LIST OF FIGURES	v
ABSTRACT	vi
CHAPTER 1	
INTRODUCTION	1
1.1 Background and Scope of Study	1
1.2 Problem Statement	19
1.3 Objective	20
1.4 Significance of Study	21
1.5 Hypothesis	22
1.6 Limitations	24
1.7 Definitions Of Terms	25
CHAPTER 2	
LITERATURE REVIEW	26
2.1 Definition of Physical Distribution	26
2.2 Physical Distribution Functions	27
2.3 Customer Service Standard	39
CHAPTER 3	
RESEARCH METHODOLOGY AND DESIGN	54
1.2 Data Collection	54
3.1.1 Primary Data	54
3.1.2 Secondary Data	55
3.2 Sampling Techniques	56
3.2.1 Population	56
3.2.2 Sampling	56
3.2.3 Pilot Testing	56
3.3 Procedure for Analysis of Data	57