

MEASURING THE EFFECTIVENESS OF PHYSICAL DISTRIBUTION :
BY USING UST TRUCK SERVICES TO PERODUA

FAISZIE B. RAKIMAN

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY

APRIL 1999

Bachelor of Business Administration (Hons) (Marketing)

Faculty of Business and Management

Mara Institute of Technology

Terengganu Branch

23000 Dungun.

Terengganu Darul Iman.

April 4, 1999

To: En. Mohd. Rafi

Dear Sir,

Measuring the Effectiveness of physical distribution: By Using UST truck services to Perodua.

I'm pleased to present the following report of my study on the above topic. The duration of the study is approximately for month to finish.

I really appreciate your kindness to guide and look into my study.

Thank you.

Yours faithfully,



(FAISZIE BIN RAKIMAN)

ACKNOWLEDGEMENT

IN THE NAME OF GOD THE MERCIFUL AND BENEFICIENT.

Alhamdulillah, praise to Allah for giving me strength to complete this research paper. My family, sisters and brothers and especially to beloved parents for their never ending support and prayers. My appreciation is due to the auditors concerned for their willingness to be providing me with valuable information and has made all this possible.

I would like to express my special thanks to my dearest advisor, En. Mohd. Rafi for his guidance, advice and comments. Thank you for providing creative suggestion to all my works and for contributing time, energy, and ideas in improving this research paper.

Having now been through of writing a first project paper; my deepest gratitude goes to all my friends, colloquies and especially to my housemate for helping me keep sense of perspective and for being there whenever I need.

Last but not least, I would like to express my special thanks to my P2 project team En. Sallehuddin and En. Azli for their support and giving me the right advice and guidance I the right does and in the right time in order to complete my practical training and complete my research paper.

Lastly to all individuals involved in making the research successful, I am in debted and thankful.

ABSTRACT

This study was prepared with the intention of measuring the UST truck on handling material and part besides providing their service. The several elements that arise in the transportation company. Otherwise the study also gives the measurement point in determining the effectiveness of the research.

For the purpose of this research study, questionnaire and random interview session has been carried out. By using the information gathered and through the research that being done I have come out with a conclusion that are several problems arises caused the failure of UST truck to fulfill the vendor and P2 requirement.

Those particular problems are mostly due to the weakness of the UST DC3 and vendor's internal control.

TABLE OF CONTENTS

| | Page |
|--|------|
| Letter of Transmittal | i |
| Acknowledgement | ii |
| Abstract | iii |
| List of tables | iv |
| Table of content | v |
| | |
| CHAPTERS | |
| | |
| Introduction | |
| 1.1 Background of study | 1 |
| 1.2 Scope of study | 3 |
| 1.3 Problem statement | 5 |
| 1.4 Objective of study | 6 |
| 1.5 Significance of the study | 8 |
| 1.6 Limitation of the study | 9 |
| 1.7 Hypothesis | 11 |
| 1.8 Defination | 12 |
| Literature Review | |
| 2.1 Service quality and satisfaction | 13 |
| 2.2 Transportation | 16 |
| 2.3 Effects trucking performance when just in time applied | 17 |
| 2.4 Truck maintenance effect the performance | 20 |
| 2.5 Manpower and performance | 22 |
| 2.6 Packaging enhance the physical handling | 23 |
| Company background | |
| 3.1 Mission Statement | 26 |
| 3.2 UST phylosophy | 26 |
| 3.3 Corporate mission | 27 |
| 3.4 UST strength | 28 |
| 3.5 Logistic Data Interchange (EDI) | 29 |
| 3.6 Types of services that UST provided | 30 |
| Research and methodology | |
| 4.1 Selection of sample | 32 |
| 4.2 Size of sample | 34 |
| 4.3 Duration of study | 35 |
| 4.4 Data collection method | 36 |
| 4.5 Advantages | 39 |
| 4.6 Disadvantages | 40 |
| 4.7 Data analysis | 41 |
| 4.8 Data interpretation | 42 |
| Findings and Analysis | |
| 5.1 Introduction of findings | 43 |
| 5.4 Analysis of hypothesis | 65 |