

**A STUDY ON THE EFFECTIVENESS OF PARCEL
DELIVERY AT INDUSTRIAL AREA IN BATU CAVES BY
POS MALAYSIA BERHAD**

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LETTER OF TRANSMITTAL

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Dear Sir,

MARKETING INTERNSHIP (MKT 650) PROJECT PAPER

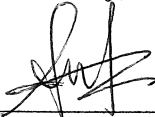
Following your request, I would like to submit my project paper of Internship Marketing (MKT 650).

My topic “ *A Study on the Effectiveness of Parcel Delivery at Industrial Area in Batu Caves by Pos Malaysia Berhad* ”, had completely done within the range of time agreed.

I hope with the submission of this report it will meet the requirement and purpose of the Marketing Internship subject.

Thank you.

Yours faithfully,



(AHMAD RIZAL BIN MOHD. GHAZALI)
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In the Name of ALLAH, The Most Gracious and Dispenser of Grace.

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Wassalam

ABSTRACT

Service industry in this world today is very important to people. Pos Malaysia Berhad is one of the biggest companies in Malaysia that provides several services for the community. In moving towards e-commerce era, parcel delivery is most important because customers will buy their products via Internet. The parcel will be delivered to customers in areas such as residential, industrial, town and rural areas. Ineffective service and operation of the parcel service by PMB will turn away customers to private courier services. PMB's transportation network is better than other courier service and it covers the whole country. This research is only concentrated to industrial area especially in Batu Caves, Selangor. The study regarding effectiveness of parcel delivery at industrial area in Batu Caves by PMB could help in certain ways to find the solution to the problem. Here, the researcher used the secondary and primary data. The secondary data are company-printed materials such as annual report, journal, guidebook and Internet. Meanwhile, the primary data includes interview, observation and survey. In survey, researcher had distributed 100 questionnaires among companies located in that area. From the research, it can be concluded that many of them still prefer to use parcel service provided by PMB. But, the most important they are very concerned about delivery time (punctuality). They are also willing to pay more to private courier service for the delivery of goods or documents that classify as urgent. Besides that, PMB must improve their service and operation aggressively in marketing to enhance the PMB's reliability. Lastly, researcher is hoping that PMB can anticipate better business prospects in terms of the increased demand for its service especially in parcel service.

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