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MASTER OF BUSINESS ADMINISTRATION**

APPLIED BUSINESS PROJECT



**JP TRANSPORT SDN. BHD.
HAULAGE SERVICE STUDY**

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EXECUTIVE SUMMARY

This study is aimed at analyzing the efficiency and effectiveness of the haulage services provided by Johor Port Transport (JPT) Sdn. Bhd. within the Free Zone (FZ) area of Johor Port by looking at two perspectives; 1. JPT customers' level of satisfaction/ dissatisfaction and 2. JPT's perception of its capacity and capabilities to satisfy its customers/ to efficiently and effectively service its customers.

This study incorporates information gathered from many sources, one of which is the survey questionnaire. The survey adopts an inferential statistics approach, with a 23% sampling of the entire population or of the 69 customers of JPT within the FZ. Here, the survey findings required that the respondents be categorized into a frequency distribution based on the quantity of containers they require each month. The variables used in the questionnaire to indicate the efficiency and effectiveness of JPT's haulage services include process time, procedural problems, level of customer satisfaction, management perception and current infrastructure/ facilities available. The determinants affecting the haulage business is also researched and is found to be based on throughput-handled, fleet capacity/ facilities and customers' cooperation. JPT is also evaluated using both the SWOT analysis and TOWS matrix to find out the current strategies adopted by the organization.

Results of the survey indicated that approximately 75% of the respondents are satisfied with the services provided by JPT where currently the company has a fleet capacity of eight operators per shift and a ratio of 4.4 trailers to 1 prime-mover. However, a cross tabulation carried out of the six customer groupings created based on volume of containers requested indicated dissatisfaction with the service. This is therefore an area of concern for JPT, which is always looking at improving its services. This commensurate with the management findings that also indicate that the management team of JPT is aware of the key areas to focus on in their strategic planning towards achieving quality service. From the survey research carried out therefore, it is found that JPT has much room for improvement.

It is recommended that JPT embark on a total quality program with a systematic evaluation system which suggests consistent monitoring in order to sustain an edge or niche even in the captive/ monopolize market that it is in. JPT's good financial growth could be channeled to design comprehensive training programs to attain a professional corporate image to actualize

the company's mission as the only haulier within the Johor Port FZ, providing efficient and effective services, simultaneously satisfying its customers. Further improvements with regard to better networking and information flow may require utilization of a more sophisticated information system for example, one which incorporate a Local Area Network.