

**DEVELOPING AN EFFICIENT TERMINAL :  
KENDERAAN KLANG BANTING BERHAD**

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## 1.0 GENERAL SITUATION

### 1.1 INTRODUCTION

Generally, every metropolitan area in Malaysia is confronted by a transportation problem that seems destined to become more aggravated in the years ahead. Growth of population and expansion of the urban area, combined with rising national product and higher incomes are continually increasing the volume of passenger movement.

At the same time, shifts from rail to road and from public to private transportation have added tremendous burdens to highway and street facilities. They have created what appeared to be the *'terminal problem'*.

Terminal, as defined by *Don Benson* in *Transport And Distribution Made Simple* is actually a place or a site with access for vehicles using a particular way or route and also as a place which permits interchange between different vehicles of the same mode of transport or between different modes of transport.

Transport terminal in the past, especially in the western countries were designed for prestige purposes in promoting a company's image, giving the passenger a feeling of well-being and security. However, today's terminal must be approached from a different viewpoint, as an important link in the transport system, more interchange than movement.

In today's world, the marketing concept has been an important element to be included in developing of terminals. It is actually a means of satisfying the customer's needs while satisfying the organization's objectives as well. The same goes to terminal planning. In providing services, its function has to accord with marketing concern.

Poor terminal planning means high costs and delays as for buses in providing their respective services. It would also cause the famous problem called the congestion. If this problem occur, due to poor terminal planning as in terms of location, then, various other problems, as such, accidents and pollutions follow.