

UNIVERSITI TEKNOLOGI MARA

**COMPETITIVENESS FOR
MALAYSIAN CONTAINER
HAULIERS OPERATING AT BUKIT
KAYU HITAM – SADAO BORDER
CROSSING (MALAYSIA –
THAILAND) IN FACING ASEAN
ECONOMIC COMMUNITY (AEC)**

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ABSTRACT

This research examines the current scenario of cross border haulage operation at Bukit Kayu Hitam-Sadao border (Malaysia & Thailand) and the impact on competitiveness due to liberalisation & ASEAN Economic Community (AEC) towards haulage service providers operating at Bukit Kayu Hitam-Sadao border. The research is primarily a qualitative research with the objective to gain an understanding of underlying reasons and opinions from the stakeholders of Bukit Kayu Hitam-Sadao border point and eventually dive deeper into the problems. The research provides insights into the problem and assist in developing ideas and recommendation for the improvement. This research also reviews theoretical as well as an empirical point of view and highlights the impact of single market towards container haulage industry including growing pattern of performance benchmarking on freight transport industry. The discussion on the factors contribute to the competitiveness of logistics industries including operational efficiency, infrastructure, information efficiency, service responsiveness and service collaboration. The research identifies improvements needed for Malaysian container haulage players who are providing cross border services at Bukit Kayu Hitam-Sadao border in facing AEC in making them competitive against threat by Thailand hauliers. Scope of the study encompass perceptions of Malaysian cross border hauliers to AEC and competitiveness factor towards the industry including threat posed by liberalisation. This research identifies roles of the Government as well as the industry (hauliers) to ensure local hauliers possess competitive advantage over neighbouring haulage service providers. These requirements are essential for the local hauliers to remain competitive in anticipation of liberalisation and AEC. The research has identified prerequisite factors including infrastructure improvement, process improvement, IT adoption, strengthening institutional framework, human resource, engineering and operationalization of ASEAN transport facilitation agreement. Finally, there must be structured framework on which the governance process is built to continuously identify and monitoring recommendations and improvements.

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