

FACTORS TO INCREASE THE COMPETITIVENESS

OF

--

SYARIKAT PENGANGKUTAN MAJU BERHAD

STAGE BUS SERVICE

(JB-MASAI-JB)

by

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ABSTRACT

Being one of a very competitive private transport company, the Syarikat Pengangkutan Maju Berhad (SPMB) faces lots of challenge in operating its daily operation from other competitors. The SPMB which operates a service between Johor Bahru and Masai shares the route with its major competitor, the Alec Bus Company.

The approval by the Commercial Vehicle Licensing Board (CVLB) to SPMB to increase the number of trips on JB-Masai-JB route had accidentally granted the increase to the Alec Bus Company too. This had been a big problem to the SPMB. Complaint letters were sent by the SPMB and the Road Transport Department (RTD) to the CVLB regarding the matter but no action are yet being taken. In the mean time, both companies continue the service on the route as usual.

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