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1.0 Introduction

1.1 Cepat Express International (M) Sdn Bhd

Cepat Express International main business is courier delivery services. We provide courier services such for documents, non-documents, time-sensitive materials, parcels, diplomatic material, and document with guaranteed delivery day. We are the second leading courier company in Malaysia with branches all over Malaysia and worldwide. Cepat Express becomes one of the courier industry players in 1976. Our main competitor is DHL. We are successful in Malaysia and able to compete with newcomers to the industry by its well strengthen strategies and business contract partners. The most remarkable strategy in the Cepat Express history is the business contract with 7-Eleven firm. The 7-Eleven has its branches all over Malaysia and almost each of the cities in Malaysia will have at least two 7-Eleven outlets. Their outlets are being used by us as 'any time parcel drop-in point'. The firm grew more effective and competitive by holding this well working strategy and good trust among its customers. Recently for pass 2 years, the firm was surprised as it is losing the market share to the competitors. Almost 20% of its market share drops off to competitors' hand.

1.2 Mission

CE mission is to provide outstanding service as measured by customer satisfaction. This is accomplished by focusing on the premise that our two major assets, our clients and our employees, drive our success. Cepat Express's bike messengers, runners and drivers are the most experienced in the city and employees will handle consumers request with the utmost efficiency and professionalism. All CE couriers carry two-way telephones, allowing us to react immediately to consumers call.

1.3 Services that provide by Cepat Express International

✓ Courier services

Regardless of the size of the delivery, final destination or delivery time, CE has a program to service consumer needs. Cepat Express understands the necessity for fast, efficient, error-free service and we are certain consumer will be pleased with work.

Every package handled by CE service is entered into internet-based dispatch system. This system provides any of consumer attorneys, paralegals and secretaries with the ability to track a package using website and receive an email confirmation once it has been delivered.

Cepat Express's courier service is available 24 hours a day, seven days a week. Services include deliveries, pick-ups, and court filings, services of process and deed recordings. CE can be handled either on a scheduled or on-demand basis. Packages and court filings are delivered by our runners and bike messengers. Consumers can be assured all deliveries will be completed quickly.

Packages with destinations outside of center city will be delivered by one of CE professional drivers. In addition to on-demand service outside the downtown area, scheduled driving service is available at reduced rates.

Out of town counsel services are provided by Cepat Express. These services include transporting boxes and trial exhibits to and from court, food delivery, and evening deliveries of logistics service documents and transcripts.

✓ **Copy Services and Document Imaging**

Cepat Express's digital production center is committed to providing consumers with a finished product that makes a great impression. CE uses the latest high-speed equipment and CE experienced, professional staff will guarantee that any offsite copy work will be completed and delivered in the fastest, most cost-efficient manner. Finished service deliveries are hand delivered locally; out of state service copies are delivered promptly with confirmation of delivery through FedEx, DHL, and Overseas Postal Service.

✓ **Legal Research, Document Retrieval and Electronic Filing**

The research staff at Cepat Express quickly provides documents and information and will work with consumers to meet their filing and service deadlines. Documents are emailed to consumers in PDF format and hard copies are sent with one of CE messengers. Nationwide retrieval from most courts in the United States is possible through our membership in the Public Record Retriever Network, a nationwide trade organization of legal research professionals. CE services will electronically file consumer's documents in

Chancery, Superior, US Bankruptcy and US District courts. The research staff's knowledge of the various electronic filing systems and solid professional relationships with court personnel keeps them informed when there are changes and updates made to the filing procedures.

✓ **Trucking Freight and Cargo**

CE understands that not every delivery involves an envelope or small box. Whether consumers need to move 1,000 or 10,000 kilograms, Cepat Express has the right solution. With access to any size vehicle CE can move consumer's freight with ease. CE freight programs allow for tracking while in transit as well as electronic notification when picked up and delivered. Cepat Express services are available 24 hours a day, 7 days a week. Consumers can be assured any deliveries during normal business hours or evening hours will be completed quickly

✓ **Value Added Services**

Cepat Express International (M) Sdn Bhd is a company which gives to its valuable customer's value added services in order to grow their customer base in the country and having an advantage from the competitors. Customers expectations has no limitations and in order to get their attention Cepat Express is providing value added services such as after sales service and door to door delivery service.

1.4 Pricing

✓ **Market Penetration Pricing**

Rather than setting high initial prices to skim off small but profitable market segments, some Cepat Express International companies use market penetration pricing. They can set a low initial price in order to penetrate the market quickly and deeply to attract a large number of consumers quickly and win a large market share. The high delivery volume results in falling costs, allowing the company to cut its prices even further.

Several conditions must be met for these low price strategies to work. First, the delivery must be highly prices sensitive so that a low prices delivery more profits growth. Second,

transportation and distribution costs must fall as delivery volume increases. Finally, the low price will help keep out the competition, and the penetration pricing must maintain its low price position otherwise, the price advantage may be only temporary.

✓ **Delivery Mix Pricing Strategies**

The strategy for setting a product's price often has to be changed when the product is part of delivery mix. In this case, the firm looks for set of prices that maximizes the profits on the total delivery mix. Pricing is difficult because the various products have related demand and costs and face different degree of competition.

✓ **Promotional Pricing**

With promotional pricing, the Cepat Express can temporarily price their delivery below list price and sometimes even below cost to create delivery excitement and urgency. Promotional pricing takes several forms. The Cepat Express Company can charge price with a few delivery as loss leaders to attract customers to the branches in the hope that they will delivery other items at normal markups.

✓ **International Pricing**

Cepat Express Company that delivery the consumer's products internationally must decide what prices to charge in the different countries in which they operate. The company can set a uniform worldwide price. The company also can adjust the delivery price to reflect local market conditions and cost considerations.

The price that the company should charge in a specific country depends on many factors, including economic conditions, competitive situation, laws and regulations, and development of the export and import system. Consumer perceptions and preferences

also may vary from country to country, calling for different prices. Or the Cepat Express has different marketing objectives in various world markets, which require changes in pricing strategy.

✓ **External Factors**

When setting prices, the Cepat Express Company also must consider other factors in its external environment.

a. Economic Factors

Economic conditions can have a strong impact on the firm's pricing strategies. Economics factors such as boom or recession, inflation, and interest rates affect pricing decisions because they affect both the costs of producing a delivery product and consumer perceptions of the delivery's price and value. The company must also consider what impact its prices will have on other parties in its environment. The Cepat Express should set prices that give supplier a fair profit, encourage their support, and help them to delivery the products effectively. The government is another important external influence on pricing decisions. Finally, social concerns may have to be taken into account. In setting prices, a company's short term system, market share, and profit goals may have to be tempered by broader societal considerations.

b. Competitors' Costs, Prices, and Offers Factors

Another external factor affecting the Cepat Express International Company's pricing decisions are competitors' costs and prices and possible competitor's reactions to the company's own pricing moves. In addition, the company's pricing strategy may affect the nature of the competition it faces. If Cepat Express follows a high price, high margin strategy, it may attract competition. A low price, low margin strategy, however, may stop competitors or drive them out of the market. The Cepat Express needs to benchmark its costs and value against competitors' costs and value. It can then use this benchmark as a starting point for its own pricing.

2.0 SWOT Analysis

✓ *Strengths*

Cepat Express International's main strength is our branches are located worldwide. Currently we have 300 branches worldwide. And locally in Malaysia we have 20 branches. Besides this, we are also have business contract with 7-Eleven firm and this enabled our customers to simply drop off their parcels at any of 7-Eleven outlets near them. This being convenient for our customers and being one of our biggest advantage to strong in the courier industry. At the same time, we have 7 agents to operate locally in Malaysia. We have international network with many of our competitor do not have. International links enables our firm to delivery the parcels beyond the border. Cepat Express is recognized for fastest and effective delivery for Australia. We do not spend on buying our own delivery aircraft but eventually we are using Malaysia Airlines for all our air freight deliveries which actually cut down our cost and keep us in safe margin.

✓ *Weaknesses*

Our main weakness is that we have limited number of branches in Malaysia which is limiting our activities around Malaysia. Higher number of branches in Malaysia could actually help us to practice faster delivery all around Malaysia. Thus Postal Service Act limits our firm from certain reserved activities for the traditional postal system such as the carriage of first class letters.

✓ *Opportunities*

Cepat Express has bright opportunity in this courier industry as the market size is rapidly increasing. Demand for courier services increased from private sector companies as they are concerned for speed, reliability and secured delivery which our firm has the capability to fulfill their demand. On the other hand, our firm has opportunity to steal market share back from our competitors. This is clearly visible for DHL Company as that firm did not cancel their service charges. DHL is still including service charges for their service while Cepat Express promises discounted or waived service charges.

✓ *Threats*

Increasing numbers of competitors are our main threat. The courier industry does not have any restriction for newcomers. This enables many newcomers to the industry as time passes by. The newcomers actually work together with large courier companies such as Federal Express to benefits both of the firms. This enables the newcomers to cut down their parcel processing cost. Thus they able to set very cheap price tag for their courier services. Pricing is yet another threat for Cepat Express as many courier companies able to set very cheap price compare to our price.

3.0 SMART Objective

Specific

Cepat Express objective is specific to get back our market share that we have lost to our competitors. In pass 2 years, we have lose 20% of our business to newcomers and other players of the industry. Now, we are set with new specific objective and our firm will work toward it.

Measurable

Our objective is measurable as 20% of our lost market share. Market share lost refers to our lost in revenue and degraded us from further expenditure. The 20% of market share is our lost in profit and it is measurable.

Achievable

Our objective is achievable and logic. Our competitors managed to win 20% of our market share. They achieved this in 2 years without any extreme plan to surprise the market. But Cepat Express had come up with our new effective plan win 20% of market share back into our hand which we actually lost. We can eventually achieve our objective less than that 2 years time with this new marketing strategy plan in place.

Relevant

Our objective is relevant to our activities. We deserve to hold the right market share for the capability that we have in handling demand in this industry. With this capability, our objective is relevant to our firm and industry.

Time framed

We must successfully fulfill our objective within 2 years from after this new marketing strategy plan put into action.

4.0 Cepat Express Marketing Strategy 7 P's

Product

The business has to produce a product that people want to buy. They have to decide which 'market segment' they are aiming at – age, income, geographical location etc. They then have to differentiate their product so that it is slightly different from what is on offer at present so that people can be persuaded to 'give them a try'.

Promotion

Customers have to be made aware of the product. The two main considerations are target market and cost. A new business will not be able to afford to advertise on national television, for instance and would not wish to because its market will be local to start with. Leaflets, billboards, advertisements in local newspapers, Yellow Pages and 'word of mouth' would be more appropriate.

Price

The price must be high enough to cover costs and make a profit but low enough to attract customers. There are a number of possible pricing strategies. The most commonly used is:

✓ Price Penetration

Cepat Express will be using the price penetration to compete with the competitors in order to capture the market share which has been grabbed by the competitors. CE will be charging a low price but with high quality service in order to gain a position in the market.

Place

There is 20 location of Cepat Express all over in Malaysia with 7 agents and with an agreement with the 7-Eleven outlets it is the most convenient method in giving the customers the assurance of our quality and reliable service to the customers.

People

Any person coming into CE with customers can have an impact on overall satisfaction. Whether as part of a supporting service to a product or involved in a total service, people are particularly important because, in the customer's eyes, they are generally inseparable from the total service. As a result of this, they must be appropriately trained, well motivated and the right type of person. Fellow customers are also sometimes referred to under 'people', as they too can affect the customer's service experience. CE is value their customer.

Process

This is the process involved in providing a service and the behaviour of people, which can be crucial to customer satisfaction.

Physical evidence

Unlike a product, a service cannot be experienced before it is delivered, which makes it intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether or not to use a service. To reduce the feeling of risk, thus improving the chance for success, it is often vital to offer potential customers the chance to see what a service would be like.

5.0 Budget

5.1 Income

No.	Payments	RM	Total
1.	Consignments (Total x RM 2.50) 35000 kg x RM 2.50	87500.00	87500.00
	TOTAL		87500.00

5.2 Expenses

No.	Payments	RM	Total
1.	<u>Agents Per Trip (5 Tonner)</u> Vanquish Sevices Sdn Bhd Jasper Services Sdn Bhd GTI Transporters Sdn Bhd JM Logistics Provider Sdn Bhd RS Movers Sdn Bhd RH Logistic Sdn Bhd NAS Movers & Packers Sdn Bhd	1000.00 1000.00 250.00 280.00 1000.00 300.00 300.00	4130.00
2.	<u>Wages (Per day x No. Of Staffs)</u> RM 80.00 x 150	12000.00	12000.00
3.	Building Maintenance (Per Day) Electricity + Phone + Rent	7000.00	7000.00
4.	Vehicles Maintenace (Per Day) Toll + Petrol + Maintenance	10000.00	10000.00
5.	Consignments Handlings 35000kg x RM0.30	10500.00	10500.00
6.	Flight Expenses 35000kg x RM 0.50	17500.00	17500.00
	TOTAL		61130.00

PROFIT = INCOME – EXPENSES
= **RM 87500.00 – RM 61130.00**
= **RM 26370.00 per day**

6.0 Action Plan

6.1 New Display of Cepat Express International (M) Sdn Bhd



Drop Your Parcels at any Petronas Petrol Station Or 7-Eleven Outlets of Your Choice



1388-88-8888

Above is the new display designed for Cepat Express International (M) Sdn Bhd for a better and effective method to reach the customer's. The new display shows that Cepat Express International (M) Sdn Bhd is a company handling for transportation for a range of courier services for documents, non documents, time sensitive materials, parcels, diplomatic materials and cargo consignments in Malaysia. The above lorry shows that we are company in the logistic industry with variety of services provided to the customers. The customers are given a choice of dropping their parcels at any of the Petronas Petrol Station or 7-Eleven outlets in Malaysia. Currently there are more than 700 Petronas Petrol Station in Malaysia which includes Sabah and Sarawak as well. Cepat Express has already made an agreement of understanding with 7-Eleven as they have 475 outlets in Malaysia to act as 'any time parcel drop-in points' and this should continue as Cepat

Express now gives the customer a choice to drop in their parcels. This is a one of the methods for Cepat Express to build their customer base in Malaysia by providing them the easiest and fastest approach to send their parcels without need to queue up or wait for long hours just to send a parcel to their preferred destination. The picture of a mobile phone shows that the customer can call our respective customer service at the number given to know the nearest point to drop their parcels, to know the information on the product that Cepat express is providing, feedback on our services and inquiry at anytime and from anywhere. This new display design will be simultaneously put in all the Cepat Express vans and Lorries. As the trucks moves around the town and all over the places around Malaysia, this will be a way of advertising our services to the customer without any cost. With variety of colours being added in the newly modified logo it will easily attract the view of a customer and creating a brand for Cepat express.

The new strategies that need to be implemented in order to capture the market share are shown below:-

1. Contract with the Petronas Sdn Bhd

A new contract with Petronas needs to be done as there are around 700 Petronas petrol station in Malaysia. This will be an advantage for Cepat Express to grow their customer base in Malaysia as customer's wants services which are fast, convenient and affordable to them. This done so that there are choices given to the customers to drop in their parcels or documents either in Petronas petrol stations or 7-Eleven stores which ever is convenient and nearest for the customers at no extra charge.

2. Hotline

In order to increase the customer base there should be a hotline number created for the use of customers to enquiry on the information on the services provided, feedbacks on Cepat Express services, problems that the customer is facing and complaints. This will create a better understanding of the customer and will eventually provide better service to the customers in the competitive market with many competitors providing different types of value added services for their customers. The hotline will be available 24 hours for the customers.

3. 24 hours delivery service

Assurance will be given to the customer on the delivery services that Cepat Express will be providing to the customers and this will ensure that Cepat express is proving a quality service for the customers. In Cepat Express are emphasizing to the customer that we are providing a quality service to them.

4. Creating a Website

In the competitive market and to be a leader in the industry Cepat Express needs to provide customers with variety of services which will be an advantage for Cepat Express. This website will be enable corporate customer to interact with Cepat Express and it is one of the fastest and cheapest method to attract the customers and informing them the services which is being provided. We could also include all location of our 20 branches in Malaysia with the map to the place and 7 of our agents partnering with us in Malaysia and also all our branch internationally.

5. Tracking system

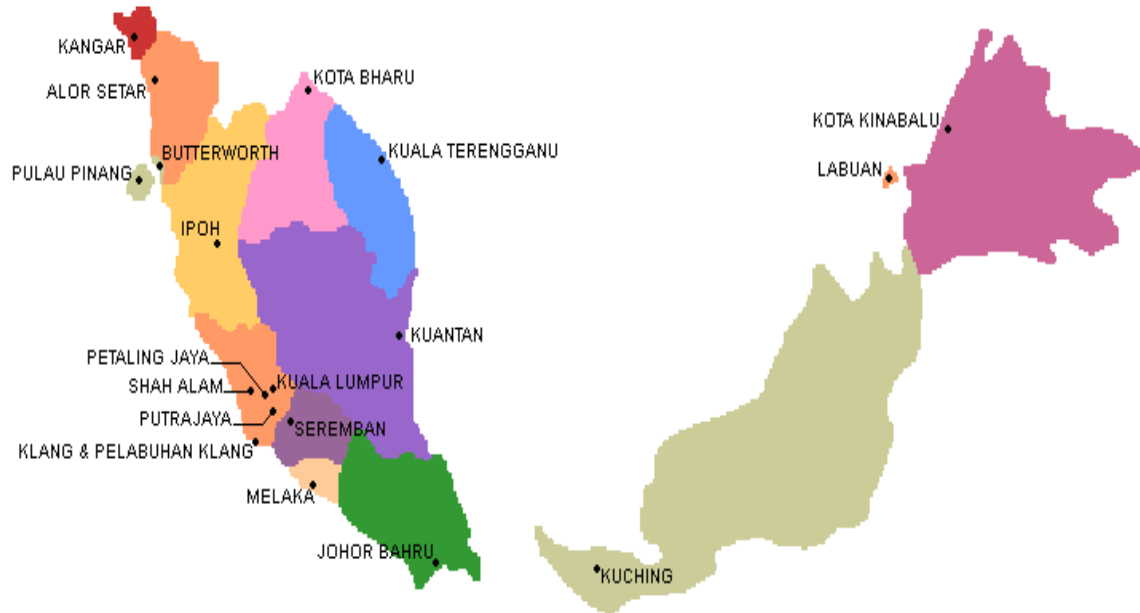
There is a need for a tracking system to be displayed in the website so that customers could easily track their documents, parcels or even cargo consignments. Customers could easily know the current location of the parcel, document or even cargo consignment just with a click. These will save much of the customer's time and money.

6. Agreement with the agents

There is a necessary for an agreement to be made with the agents and defining all their requirements needed by Cepat Express International (M) Sdn Bhd in order to sustain their credibility for the needs and demands of the customers. There should be an emphasize on the quality of our service to the customer and the agents are required to be part and puzzle of the development as we are in the new era of Cepat Express International (M) Sdn Bhd. This agents will be the main transport providers to Cepat Express to deliver the goods from the headquarters to the respective area of coverage and transporting the collected goods from the area of coverage to the headquarters.

6.2 Cepat Express Branch and Agents

1) Cepat Express Branch



No.	State	Location
1.	Perlis	<ul style="list-style-type: none"> • Kangar
2.	Kedah	<ul style="list-style-type: none"> • Alor Setar
3.	Penang	<ul style="list-style-type: none"> • Butterworth • Bayan Lepas
4.	Perak	<ul style="list-style-type: none"> • Ipoh • Teluk Intan
5.	Kelantan	<ul style="list-style-type: none"> • Kota Bharu
6.	Terengganu	<ul style="list-style-type: none"> • Kuala Terengganu
7.	Pahang	<ul style="list-style-type: none"> • Kuantan
8.	Kuala Lumpur	<ul style="list-style-type: none"> • Taman Tun Dr. Ismail (TTDI) • Kuchai Lama
9.	Selangor	<ul style="list-style-type: none"> • Petaling Jaya • Shah Alam • KLIA (Cargo Complex) • Puchong
10.	Negeri Sembilan	<ul style="list-style-type: none"> • Seremban
11.	Melaka	<ul style="list-style-type: none"> • Batu Berendam
12.	Johor Bahru	<ul style="list-style-type: none"> • Kluang • Mersing
13.	Sabah	<ul style="list-style-type: none"> • Kota Kinabalu
14.	Sarawak	<ul style="list-style-type: none"> • Kuching

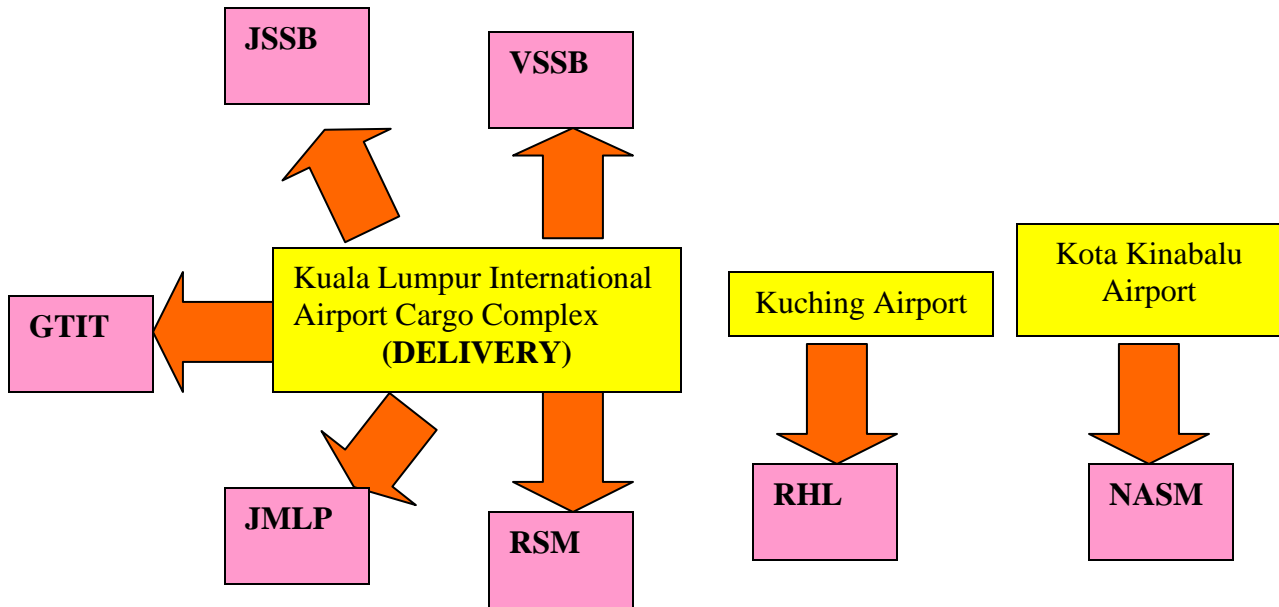
2) Cepat Express Agents

No.	Agent	Area of Covering
1.	Vanquish Services Sdn Bhd (VSSB)	<ul style="list-style-type: none">• Perlis• Kedah• Penang
2.	Jasper Services Sdn Bhd (JSSB)	<ul style="list-style-type: none">• Perak• Kelantan• Terengganu• Pahang
3.	GTI Transporters Sdn Bhd (GTIT)	<ul style="list-style-type: none">• Kuala Lumpur
4.	JM Logistics Provider Sdn Bhd (JMLP)	<ul style="list-style-type: none">• Selangor
5.	RS Movers Sdn Bhd (RSM)	<ul style="list-style-type: none">• Negeri sembilan• Melaka• Johor Bahru
6.	RH Logistic Sdn Bhd (RHL)	<ul style="list-style-type: none">• Sabah
7.	NAS Movers & Packers Sdn Bhd (NASM)	<ul style="list-style-type: none">• Sarawak

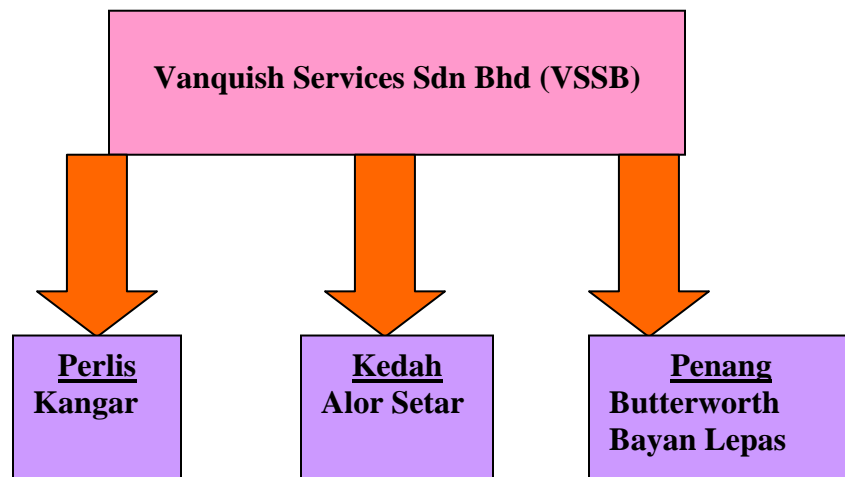
As to maintain in the competitive market and to capture the market share in Malaysia, Cepat Express needs to reduce its cost and maximize its profit from the various services it is providing to the customers. Currently there are 20 branches of Cepat Express International (M) Sdn Bhd in Malaysia and 7 agents providing various services in delivery & pick-up of documents, parcels and cargo consignments. In order to have a smooth flow of operations, the agents have been segregated into different area of covering. Vanquish Services Sdn Bhd (VSSB) will be covering the area of Perlis, Kedah and Penang. VSSB will be doing the collection and delivery of the parcels, documents and cargo consignments to the respective areas. This is done to have a fast, reliable and cost effective movement in order to deliver or collect the customer's parcels, documents or parcels.

6.3 Delivery Strategy

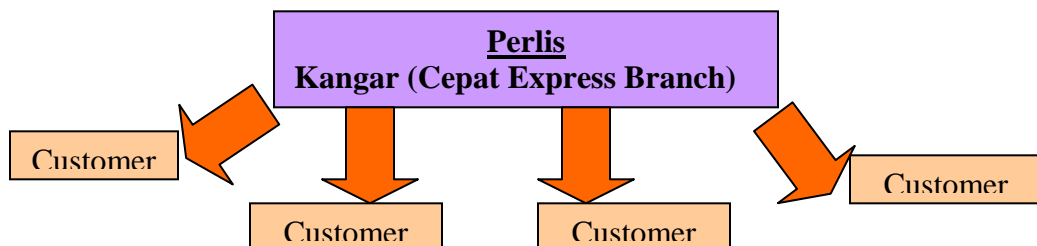
Stage 1 (Delivery)



Stage 2 (Delivery)



Stage 3 (Delivery)



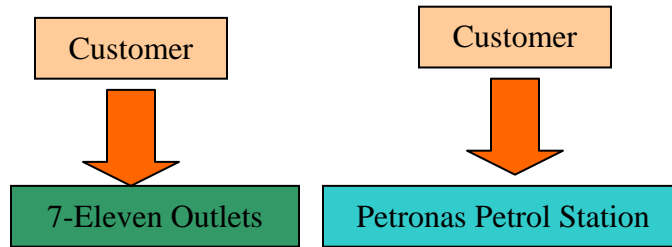
The stage 1 is where the import documents, parcels and cargo consignments from various countries which Cepat Express is handling is sent to Malaysia to distribute to the customers in Malaysia at various destination. Cepat Express International (M) Sdn Bhd headquarters in KLIA Cargo Complex will be doing the major segregation according to the area of covering by the agents. The consignments to Sabah and Sarawak will be segregated from the Kuching Airport and Kota Kinabalu Airport. As soon as they have done their segregation according to the agents and areas, the documents, parcels and documents will be given to the agents.

The stage 2 is where the agents will deliver the consignments to the respective Cepat Express branches all over Malaysia. Major reduction of cost is at the stage 2 as the cost for Cepat Express to collect the consignments from Cepat Express Headquarters in KLIA cargo complex and to deliver to the customers is very expensive to maintain and it takes much longer time to co-ordinate. Cepat Express International (M) Sdn Bhd will be strict with the agents on the delivery time to the respective Cepat Express branches in the area. In order to maintain a quality service to the customers needs and demands, agents is also required to co-ordinate and co-operate with Cepat Express in order to maintain and capture the market share and increase the profits.

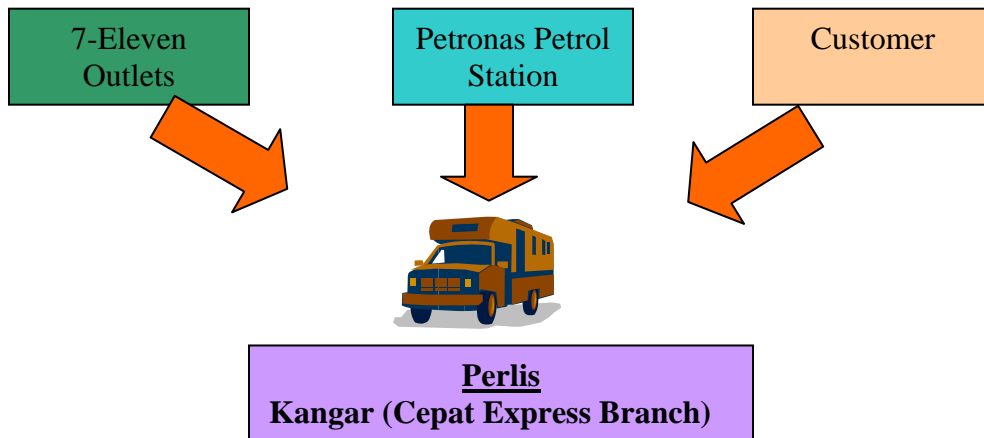
The stage 3 or the final stage to deliver the goods to the customer will be the task of the Cepat Express branches. This is done to ensure that the customer has the trust and confidence to Cepat Express when we deliver the goods rather than giving it to our agents who will not cause a major impact the customers. Customer's perception would be that the goods are being handled by Cepat Express from the time it is collected. This creates an image to Cepat Express.

6.4 Collection Strategy

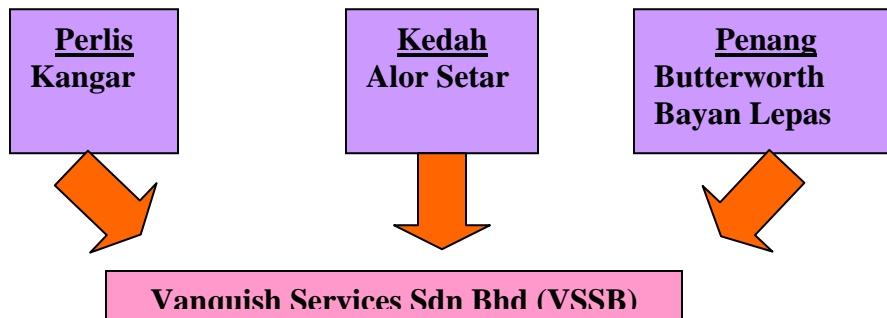
Stage 1 (Collection)



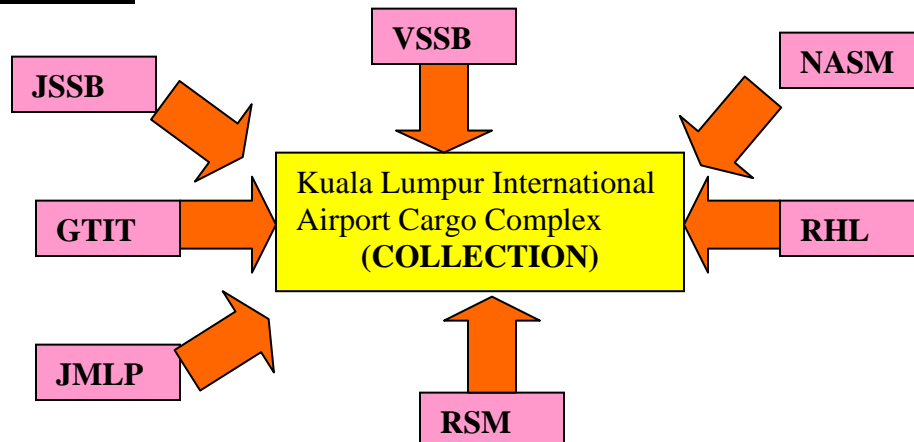
Stage 2 (Collection)



Stage 3 (Collection)



Stage 4 (Collection)



The stage 1 is where the customers drop in their documents and parcels at any of the Petronas Petrol Station and 7-Eleven outlets all over Malaysia. As soon as they have drop in their parcels and documents the respective outlets or petrol station will send an instant email to the respective Cepat Express branches in the state.

Stage 2 of the collection is the collection of the parcels and documents from the petrol station or 7-Eleven outlets which has informed on the droppings of the customers parcels or documents. Cepat Express will also collect the cargo consignments, parcels and documents from call in customers or corporate customers.

The stage 3 is where the agent will be doing the total collection from the respective Cepat Express branches at the assigned area of covering. The agent will be informed on the total collection for the day and letting the agent know on how many truck is required to do the collections. The agent then will need to arrange the necessary requirement given by the branch managers.

The stage 4 is where all the agents will be delivering the collected items for their area of coverage to Cepat Express headquarters in KLIA Cargo Complex. This will enable the flow of the operation on the logistic is very fast and efficient.

7.0 Implementation and Control

7.1 Implementation

Once all the decisions are made it is said that the strategy is created. It can be the best strategy ever, but if it stays on paper nothing will happen. Implementation is a two part process. The first is the development of the marketing plan. The second is the development of an action plan. A simplified example of an action plan: Budget Responsible person Starting date Completion date. Cepat Express will fulfill their consumer satisfy.

Many influences exert pressure on the environment. Some of these include Cepat Express own and their competitors' business decisions and the government. These pressures causes the environment to change, thus forcing businesses to revisit their visions, missions and objectives and the whole strategic process repeats itself. Cepat Express make their business plan to maintain their profits. Cepat Express marketing plan are offer services provided to the customers.

7.2 Controlling

Controlling: monitoring — checking progress against plans, which may need modification based on feedback. Cepat Express manager will Control the employess and the management system to achieve the goals of the company. The Cepat Express manager will monitor the employees and show them a direction to achieve the company profit and goals. In this method the Cepat Express International (M) Sdn Bhd will be able to capture the market share and gain profit from the services.

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