The study of Delayed Problems on Concentrated Latex Transportation from Thailand to Malaysia

Hasamon Pengman¹*

¹ Lecturer in Faculty of Economics and Business Administration, Taksin University, Songkhla campus
* Corresponding author, E-mail: hasa.peng@gmail.com

Abstract

Most of C/L (Concentrated Latex) exporters usually outsource lorry-tanker transportation services for export to Malaysia. This study had been investigated due to the founding of delayed problems for transportation that were the highest record as customer complaints to transporters which affected company’s image and reliability for customers. The purposes of this research are to study C/L transportation process from Thailand to Malaysia to investigate its problems in each process and to identify cause of delayed problem on concentrated latex transportation from Thailand to Malaysia. Data of this qualitative study were collected through in-depth interview by eight informants from five transporters in Songkhla province (Thailand) and Malaysia, present by using narrative description.

The results appears that there are 3 points of transportation problem affected to delayed delivery that happened during C/L transportation process, including 1) The lorry-tanker maintenance system 2) The export formalities. These two points are controllable. 3) The traffic jam and unexpected situation which are uncontrolled.

This research suggests that the exporters should set standard of lorry-tanker maintenance system, study more on how to select efficient transporters to operate high service quality for C/L transportation, negotiate with customers, make transportation planning, keep up to date on the daily news and use GPS for tracking. For further study, the opportunity and frequency of problems occurred in each step of transportation procedure should be investigated to cut the root cause of delayed problems for building sustainable trade and adding value to both exporters and customers.

Keywords: Delayed problem, Transportation, Concentrated Latex transportation