

Bahana Future

The weakening national economic condition had direct impact to the entire shipping industry businesses, not excluding the sea transportation, where the cargo volumes were decreasing, which caused the keener competition among the business in the related field.

Such a condition has made PT BAHANA UTAMA LINE (BUL) stronger aware of the its position when during its many years operation has undergone the necessary changes required to maintenance the competitive of the current new businesses in connection of the shipping industry, whereas at present it is mandatory to make adjustments. Without taking such steps it would be highly impossible that BUL will be able to carry out the message to be the best integrated multi moda transportation.

As the effort to face such a condition BUL has taken a measure which tended to make it as a cargo owner. It was based upon the consideration that there shall be a comperative condition between the size of any shipping business and the armada owned by it. Investment in increasing the number of the ships, however, would certainly entail the risk vis a vis when there shall be uncertain volume of cargoes. To solve this uncertainty, in regard to cargoes volume can be exclusively made when BUL itself shall become cargo owner.

As the initial step to materialize such idea, BUL has built infrastructures at present by establishing a number of companies covering the overland transportation, freight forwarding, cargoes load and unloading, information technology and general trade. Those companies which would become suppliers of cargoes to BUL, in addition to the fact that they constitute as profit centers. On the other side by taking this step it will improve BUL competitive ability, generated from the integrated rendered service with competitive tariffs. Moreover where these companies will also operate throughout BUL branches in the region.

Only a measure will bear the consequence that BUL shall not exclusively on transportation, but on land transportation, freight forwarding, stevedoring, general trading, information technology, warehousing as well. By taking such step BUL will become as major player in the integrated multi moda transportation.

To achieve such target a number of measures have been taken. The most fundamental one was the improvement of human resources quality through training as well as new manpower recruitment. In addition thereto, completion of the required facilities and infrastructure must be done. Quality service standard has been established as the work references for the entire branches. In view of the aforesaid, BUL has succeeded in achieving the ISM Code, ISPS Code and ISO 9001-2000.

The ideals have been set, the spirit has been fanned, even the steps have been taken, so that BUL has been more solid in facing the future with its vision : “ To be The Best Integrated Multi Moda Transportation” company.