

## ABSTRACT

Container leasing business is a worldwide business to support import and export activities. Whether the business is worldwide with its standard process flow, the business still requires improving or developing ideas to respond to economics crisis or world situational changes.

The increase in fuel prices causes more cost for a company due to inland transport activities. The way to reduce cost and smooth process flow while maintaining customer satisfaction is continuous improvement. This idea is called "Direct Delivery Concept".. The containers would be released to customer haulage from the port of discharge to the customers' factory and returned directly to the port for loading without dropping it at the depot like the present process.

However, the current flow would be studied in order to compare it with the new ideas in terms of cost and benefits. The limitations and all recommended ideas from both customers and company staff is taken into consideration as the new scheme is combined with old business processes.