



**A STUDY ON THE EFFICIENCY  
OF CUSTOMER SERVICE  
AT DAHE INDUSTRIES MALAYSIA (DIM) SDN BHD**

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**OCTOBER 2001**

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) (MARKETING) FACULTY OF BUSINESS MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY “DECLARATION OF ORIGINAL WORK”**

I, Normayanti Bt Omar, (I/C Number: 781013-06-5298)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 6 October 2001

## LETTER OF SUBMISSION

6 October 2001.

Encik Ismadi Ismail  
The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
School Of Business and Management  
MARU University of Technology  
Lendu, Malacca

Dear Sir,

### **SUBMISSION OF FINAL PROJECT (MKT650)**

Attached is the project paper titled **“A STUDY ON EFFICIENCY OF CUSTOMER SERVICE AT DAHE INDUSTRIES MALAYSIA SDN BHD”** to fulfill the requirement as needed by the Faculty of Business Management, MARU University of Technology.

Thank you,

Yours sincerely,

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## **ABSTRACT**

DAHE Industries Malaysia Sdn Bhd main business is mainly on the manufacturing and supply of high quality Steel Gratings. These Gratings are catering for the Oil and Gas sector and other users looking for high quality products. This research, which studies the efficiency of customer, service at DIM and could give some idea to DIM regarding its performance to customers.

The aim of this research is to find out the level of efficiency towards customer service and how far DIM customers are satisfied with service provided by DIM. The study was based on the topic of customer service, customer satisfaction and service quality, which are taken from journals, articles, Internet sources and book

The findings reveal, most of the customers are satisfied with the service provided by DIM but there are some areas in the customer service that need to be improved. Some recommendations are suggested where those hopefully could improve the service performance in DAHE Industries Malaysia Sdn Bhd.