CASE STUDY: CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ’S AFTER SALES & SERVICES

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CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ AFTER SALES & SERVICES

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(Hons) Marketing

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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper entitled "CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ AFTER SALES AND SERVICES" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

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I, Fazli Shah bin Simpon, (I/C Number: 850530-10-5637)
Hereby declare that,

- This work has not previously 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 otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ____________________
Date: ________________
ABSTRACT

Customer satisfaction towards the level of service in product and service base business had been taking into deeper understanding in the recent years to improve the company’s performance and to understand the critical areas in consumer’s minds towards which factors contributes to a good service. This case study focuses on identifying the level of customer satisfaction towards After Sales and Services provided by Mercedes-Benz Malaysia. Service business always encountered problems of service effectiveness, quality of service and how to increase the productivity from time to time. Taking the customer’s points of view and opinions from the experts from Mercedes-Benz Malaysia, this study hoping to understand what is the level of customer satisfaction towards Mercedes-Benz Malaysia, how to create the awareness for the service provider on the importance of understanding the customer’s policy and standard, consequently learning to improve the level of satisfaction of the Mercedes-Benz’s customers.