



**“IMPLICATION OF HAZARD TO  
CONSUMER:CASE STUDY IN PETRONAS SUNGAI  
UDANG, MELAKA”**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**MARA UNIVERSITY OF TECHNOLOGY**

**MALACCA**

**NOVEMBER 2009**

**TITLE PAGE**



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## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY MALACCA**

#### **“DECLARATION OF ORIGINAL WORK”**

**I, HARIYANTIE BINTI ALI, (I/C Number: 840729-01-6018)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degree.
- 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:

## **LETTER OF SUBMISSION**

November 2009

Madam Siti Normah Bt Awang Tuah  
The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
MARA University of Technology  
110 Off Jalan Hang Tuah  
75300 Malacca

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project title "THE IMPLICATION OF HAZARD TO CUSTOMER: CASE STUDY IN PETRONAS SUNGAI UDANG, MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely

HARIYANTIE BINTI ALI  
2006127483  
Bachelor of Business Administration (Hons) Marketing

## **Abstract**

This study is to determine the implication of hazards to the consumers. The study will focus to the potential hazard occurred in heat exchanger cleaning and the implication of hazards itself to the consumer. Hazard can be defined as a situation that poses a level of threat to life, health, property, or environment. Hazard can be occurred everywhere to everybody. Same goes to implementing heat exchanger cleaning, there are some potential hazards that organization has to bear it and become the risk to organization. The potential hazards that maybe occurred while cleaning are people injury, property damaged, bundle drop, slippery working surface and so on. When the hazards become the risk to organization, it will effect to customer or client satisfaction. When the hazards become the risk to organization, it will effect to customer or client satisfaction. Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Therefore, customer will dissatisfy with the services provided by Science Tech Solution Sdn Bhd if the hazard happened during the cleaning process. So research will be conducted to identify to identify the implication of hazard to the consumer.