



STUDY OF RELATIONSHIP MARKETING TOWARDS THE  
CUSTOMER RETENTION PRACTICES BY HICOM  
DIECASTING SDN BHD

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BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA

NOVEMBER 2009

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Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA

NOVEMBER 2009

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Khairun Aini Bt Roslan(840119-08-5702)

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 November 2009

## **LETTER OF SUBMISSION**

6<sup>th</sup> November 2009

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi Mara (UiTM)

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “STUDY OF RELATIONSHIP MARKETING TOWARDS CUSTOMER RETENTION PRACTICED BY HICOM DIECASTING SDN BHD.” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

KHAIRUN AINI BT ROSLAN

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Bachelor of Business Administration with (Hons) Marketing

# **Study of relationship marketing towards customer retention practices by Hicom Diecasting Sdn Bhd.**

Khairun Aini Bt Roslan

*Universiti Teknologi MARA, Kampus Bandaraya Melaka.*

*November 2009*

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## **Abstract**

The purpose of study is to define study of relationship marketing towards customer retention practices by Hicom Diecasting. The collection of information gathered from the secondary data through the journals local, interview and observation. From the study, researcher identified three factors arises is customer loyalty, customer satisfaction, and services quality to implement the marketing strategy and the competitive advantage of this company. Conclusion, researcher gives some suggestion on improvement in their customer satisfaction survey and implement in the future.

*Keyword: Relationship Marketing, Customer Retention, Marketing strategy.*

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*November 2009*