

RELATIONSHIP MARKETING: THE GAP ANALYSIS OF  
KAZZPONIK SDN BHD DISTRIBUTION CHANNELS

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Malacca  
As a Partial Fulfillment of the Requirement for  
Bachelor of Business Administration (Hons)  
Marketing

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Nurul Fakhri bin Mohd, (I/C Number: 841120-11-5109)

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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

29 OCTOBER 2009

**The Head of Program**

**Bachelor of Business Administration (Hons) Marketing**

**Faculty of Business Management**

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Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**RELATIONSHIP MARKETING: THE GAP ANALYSIS OF KAZZPONIK SDN BHD DISTRIBUTION CHANNELS**” to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

For many manufacturers and wholesalers, the satisfying of distribution has become pre-eminent in differentiating the company's products from those of its competitors. In order to have a business in a good way, the business needs to keep their relation with the distributors to secure a long term relationship. The character and quality of the working relationship between interdependent channel members is influenced by both past and anticipated member performance as well as by the actions (behaviors) of the members towards one another. The gap analysis will able the business to identify what factors that will enhance the commitment of channel members towards the business. Channel satisfaction is undoubtedly a major factor that could lead to greater levels of channel commitment the objective of this study is to identify the gap satisfaction that occur between Kazzponic Sdn Bhd with its distribution channels. The gap that has been identified can then be used by Kazzponic Sdn Bhd. There are five attributes that has been classified in order to find the gap which is price, product quality, profit, payment term and delivery time. The respondents are being selected by using convenience sampling because it is quick and easy accessibility. The respondents are from the Kazzponic Sdn Bhd distribution which is calculated to 30. The data obtained from the questionnaires are being analyzed by using SPSS 14.0. The analysis result shows that 3 of the attributes show a negative sign which mean that they are not satisfied with those attributes received from Kazzponic Sdn Bhd.

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