

**CUSTOMER RELATIONSHIP MARKETING
SEPATU TIMUR SDN BHD KUALA LUMPUR
(STSB).**

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

**FACULTY OF BUSINESS MANAGEMENT
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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF RESEARCH PROPOSAL

Attached is the research proposal entitled **“CUSTOMER RELATIONSHIP MARKETING AT SEPATU TIMUR SDN BHD KUALA LUMPUR”** for your kind evaluation. This proposal is required to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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“In the name of Allah,”

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Wassalam.

ABSTRACT

SEPATU TIMUR is one of the companies which produce shoes as its major business. This company is incorporated on 30 September 1983 under Company Act 1965. Their main activity of this company is producing army shoes and boots, uniform shoes and safety boot. This research was studied the problem of the company which is close relationship with only main customer, poor delivery time and poor specifications of the shoes. This research was used primary data to clarify the finding. Probability sampling technique has been used. For the probability technique, simple random sampling technique was chosen. This research was taken 30 selected respondents randomly from 100 customers of Sepatu Timur SDN BHD. Sampling frame is Sepatu Timur SDN BHD customers at Kuala Lumpur area and data collected will be process by using the Statistical Package for Social Science (SPSS) software

From the research problem, research objective are to identify level of relationship between Sepatu Timur SDN BHD with their customers, to identify the factors that influences the relationship between Sepatu Timur SDN BHD and its customers, to identify the strength of Sepatu Timur SDN BHD in its customer relations, to identify the area of weaknesses of Sepatu Timur SDN BHD in its customer relations and to provide recommendation on how to improve customer relations. For the finding, all the three variables (personnel, quality and customer service) have significant in contribute to the relationship marketing between company (STSB) and its customers.

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