



**EFFECTIVENESS OF THE CORRECTIVE AND PREVENTIVE ACTION
PROGRAM MADE BY OLEOCHEMICALS (M) SDN BHD TOWARDS
CUSTOMER COMPLAINT UNDER COMPANY PRODUCT**

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APRIL 2005



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“DECLARATION OF ORIGINAL WORK”

I, Nor Hashimah Binti Omar, (810731-10-5426)

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: 7/4/05

LETTER OF SUBMISSION

9 APRIL 2005

PROF. MADYA ZAIHAN BTE ABD. LATIP
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ **EFFECTIVENESS OF THE CORRECTIVE AND PREVENTIVE ACTION PROGRAM MADE BY COGNIS OLEOCHEMICALS (M) SDN BHD TOWARDS CUSTOMER COMPLAINT UNDER COMPANY PRODUCT**” To fulfill the requirement as needed by the Faculty Of Business Management, University Teknologi Mara.

Thank you

Yours sincerely



Nor Hashimah Binti Omar
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ABSTRACT

It is important for the industrial marketer to understand and effectively manage the process of complaining behavior in which dissatisfied buyers typically engage. By better managing this process, marketers can improve customer loyalty and prevent buyers from undertaking further complaining behavior, which may damage the seller's reputation. Reports on the types of order problems that occur with suppliers, as well as buyers' perceptions of the effectiveness of supplier responses to different types of complaints from the buyer.