



**A STUDY ON:
THE CUSTOMER SERVICE OF MANAGEMENT
SYSTEM CERTIFICATION DEPARTMENT
SIRIM QAS INTERNATIONAL SDN. BHD.**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

APRIL 2010

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK“

I, _____, (I/C Number : _____)

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

26 April 2010

The Head of Program
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Dear sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A STUDY ON: THE CUSTOMER SERVICE OF
MANAGEMENT SYSTEM CERTIFICATION DEPARTMENT, SIRIM QAS
INTERNATIONAL SDN. BHD” to fulfill the requirement as needed by the Faculty of
Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

Mohd Haziq Bin Samsudin

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ABSTRACT

The issue of this report is the customer service of SIRIM QAS International Sdn. Bhd. which is based on the services given from the Management System Certification Department, Sales and Customer Service section that I have been position on my bachelor practicum on 30 November 2009 until 16 April 2010.

The purpose of this study is to examine the Management System Certification Department, Sales and Customer Service section from SIRIM QAS International Sdn. Bhd. (Shah Alam) services to their customers at the counter, telephone and e-mail.

The methodology to gain the data is by observing all the customer services that the Management System Certification Department, Sales and Customer Service section workforce given to its entire customers from all the segments of customer service. The observation is supported by the secondary data from the section data to complete an efficient report.

The expected finding from this study is to gain knowledge on how the SIRIM QAS International Sdn. Bhd. provide customer service to its customer and also to recommended new and more effective customer service for the company to be more successful in the business.

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