



**FOREIGN INVESTOR SATISFACTION TOWARDS SERVICES
PROVIDED BY INVEST MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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May 2011

The Head of Program

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "FOREIGN INVESTOR SATISFACTION TOWARDS SERVICES PROVIDED BY INVEST MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara

Thank you

Yours sincerely

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ABSTRACT

This is a study on the foreign investor satisfaction towards services provided by Invest Melaka. Foreign investor satisfactions are the most important for the company because the investor can easily made any business with that company. In this study, it will discuss on what the factors that influences the foreign investor satisfaction during the process of service delivery. The target population that suggested for this study is investor who are manufacturer in Batu Berendam Free Trade Zone and the suggested sample size for respondent are 50 respondents. The study is to identify the factors that can influence the foreign investor satisfaction towards services provided by Invest Melaka. There will focus on the communication, service quality and investor orientation. These are lots of suggestions from this study and might be useful for future improvement.

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