



**CUSTOMER SATISFACTION TOWARDS THE COMPANY IP ADVERTISING
CENTRE PRINTING SERVICES**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DECLARATION OF ORIGINAL WORK**

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CHAPTER 1

INTRODUCTION

This research is the requirement for the course of Industrial Training Report under the course code of MKT662. This research is all about the customer satisfaction on the company product and services such as printing quality, banner, sticker, signboard and etc. These products are being used by a various class of customer for the purpose of advertising. The customers are students, businessman, teachers, and so on. They need this product to advertise carnival, project paper, sales promotion, location of the firm and so on. I am going to conduct this research in the firm and going to interview or let the customer fill questionnaire to collect data. As an introduction, I am going to introduce what are our products. Our products are banner, sticker, signboard, poster, business card and stamp. I will detail the terms in the Literature Review.

1.1 Background of the Study

This chapter will discuss briefly on the problem or issue associated with the related topic, the objectives of the research, research question, significance of the study, scope and limitation which consist of accuracy of data and also the sample of study. Furthermore it will discuss about the definition of the key term used in order to understand more about the research that will be conducted soon. In this research, I am going to identify the customer satisfaction towards the company Ip Advertising Centre printing services such as banner, bunting, sticker and etc which is their product. Firstly, we have to know the company background.