



**THE IMPACT OF INTERNAL MARKETING ON THE
ORGANISATIONAL CULTURE OF
PPES WORKS (SARAWAK) SDN BHD**

**MURIYADI BIN BASRI
2001619982**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

APRIL 2007

TABLE OF CONTENT

Chapter	Title	Page
	Declaration of Original Work	i
	Letter of Submission	ii
	Acknowledgement	iii
	List of Graph	iv
	List of Abbreviation	vii
	Abstract	viii
1	1.0 Introduction	1
	1.1 Background	1
	1.2 The Product of PPES Works (Sarawak) Sdn Bhd	2
	1.2.1 Developing Transportation Corridors	2
	1.2.2 Bridging Communities	3
	1.2.3 Providing Transportation Hubs	3
	1.2.4 Improving and Valuing Water	4
	1.2.5 Buildings	4
	1.3 Commitment to the Communities	5
	1.3.1 Rebuilding the Livelihood for the Simunjan Landslide Victims	5
	1.3.2 Restoring the Livelihood for the Mukah Shophouse Fire Victims	6
	1.4 Commitment to Quality Management	7
	1.5 Health and Safety First	7
	1.6 Caring for the Environment	8
	1.7 PPES Works' Current Internal Marketing Practices	9

ABSTRACT

The research is to determine the level of related internal marketing variables which might have significant effect on the organizational culture of PPES Works.

The research also aimed to find the association between the internal marketing variables and the change in the organizational culture of PPES Works.

The result of the study reveals that there is significant association between the level of the internal marketing variables and the change in the organizational culture of PPES Works.

CHAPTER 1

1.0 Introduction

1.1 Background

Internal marketing is an important implementation tool. It aids communication and helps any organization to overcome any resistance to change. It informs and involves all staff about development, progress, setback, success, failures and matters relevant to the progress of an organisation.

The subject for the study is PPES (Sarawak) Sdn Bhd.

Reliable, efficient and professional, PPES Works strives to be at the forefront of Sarawak's quest for continuous development and progress of the state.

Incorporated in 1990, PPES Works's core activities are civil engineering, building and utilities works. Its core functions relate to a comprehensive range of design, construction, commissioning, operation and maintenance of projects.

PPES Works (Sarawak) Sdn Bhd is a Class A contractor (Bumiputra status) registered with Pusat Khidmat Kontraktor (PKK) and Unit Pendaftaran

CHAPTER 2

2. Literature Review

2.0 Internal Marketing

Gronroos (1981) was the first scholar to define the concept of internal marketing. He believed that internal marketing was a way of taking employees and looking upon them as internal clients. It took jobs and viewed them as management concepts and activities of internal products. The objective is to enable employees to produce higher feelings of satisfaction and then develop into leading companies in attracting clients and markets.

Dennis (1995) took the position that internal marketing was a kind of strategic management philosophy which attracts, develops, motivate and maintain outstanding employees by providing the needed satisfied employees and work quality. Therefore, internal marketing mutually integrates marketing concepts and human resource management functions. With the needs of employees as its foundation, it properly makes use of management concepts as well as effective skills for obtaining, developing, encouraging and maintaining employees with clients' awareness and