



**EFFECTIVENESS OF THE RELATIONSHIP MARKETING IN MALAYSIAN COCOA BOARD (MCB)
TOWARD CLIENTS' SATISFACTION**

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I hereby declare that:

This work has not previously been accepted in total or in part for any other degree or diploma and is not being concurrently submitted for this degree.

This project paper is the result of my independent work and investigation, except where otherwise stated.

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ABSTRACT

CHAPTER 1

Malaysian Cocoa Board (MCB) is one of government body who practiced the Relationship Marketing in their business performance which is relationship marketing (RM) as one of the key functionality in enhancing business performance. RM is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with clients to create value for customers and profit for organization by a series of relational exchanges that have both a history and a future.

This paper examines the effectiveness of relationship marketing strategies used by Malaysian Cocoa Board (MCB), The primary objective of the study was to determine either the relationship marketing strategy that used by MCB is effective enough in order to satisfied clients. Other that that, if the relationship marketing strategy that practiced is not effective they attempt to find out the solution on how to improve it well for the future performance of MCB.

The effectiveness of the relationship marketing strategy that practiced by MCB will be identified through the process of analyzing the final data collected from the questionnaire. The total of respondent will be fairly sufficient in order to increase the accuracy of the research. Other than that, the recommendation from respondents and also researcher will be figured out soon after the final analysis has been obtained.

A good Relationship marketing will lead to the effectiveness of Malaysian Cocoa Board (MCB) toward client's satisfaction. Relationship is the most important elements that will enhance the quality and productivity of the business. We can concluded the relationship marketing as the more excellent relationship marketing strategies enhanced, the higher the clients' satisfaction will exist.