



A STUDY ON
THE EFFECTIVENESS OF DIETHELM KELLER SIBER
HEGNER (DKSH) SERVICES TOWARDS
ITS DEALERS IN KOTA KINABALU

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ABSTRACT

The aim of this study is to determine the factors that contribute to the effectiveness of DKSH services toward its dealers. There are a lot of factors that contribute to the effectiveness of DKSH services to dealers and the primary factors that examined here is:

- a. Orders/Demand from dealers
- b. Disseminating complete information
- c. DKSH controls
- d. Salesperson and Merchandisers' skills
- e. Expectation and Satisfaction of dealers

This study also conducted to recommend a way to improve the service from DKSH to its dealers. The recommendation was gathered by asking the respondents' opinion.

What can be found here is, the Hotlink products have a high liquidation in the market whereby it is very demanded by the respondents.

In term of DKSH staffs' services, they are very effective in doing their task. They manage to meet the expectation of dealers and manage to disseminate all the necessary information to the respondents.