

**"SERVICE MARKETING AND QUALITY OF SERVICE PROVIDED
BY SELANGOR INDUSTRIAL CORPORATION SDN BHD"**

**ADVANCED DIPLOMA IN BUSINESS STUDIES
(MARKETING)
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This project paper is prepared to satisfy the requirements of Industrial Attachment as the subject studied during the fourth semester of the course, Advanced Diploma In Business Studies (Marketing).

Measuring the "Quality of Service Provided by Selangor Industrial Corporation Sdn Bhd" to its customers and suppliers is chosen as the subject of the study because it gives the opportunity to the writer to gain exposure in the field of Industrial Marketing and it offers the chance to the writer to apply the knowledge and theory of preparing the strategies in providing good services to real situation.

Among the methodology employed in obtaining relevant information for this study were interviews with Managing Director, Administrative Executive, Marketing Executive, Insurance Executive, Plant & Operation Manager, visits to the customers' premises and interviewing the customers, visits to the sites and last but not least the writer's observation throughout her 21 weeks of attachment in SIC.

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- vii. Encik Megat Adlan Bin Megat Said
(Managing Director)

1.3 Background Of The Company - Selangor Industrial Corporation Sdn Bhd (SIC)

Selangor Industrial Corporation Sdn Bhd was established June, 1981 as a subsidiary of Kumpulan Perangsang Selangor Sdn Bhd (KPS) with a vision of developing certain rural areas of Selangor into potential industrial districts. However, since its activities are related to Perbadanan Kemajuan Negeri Selangor (PKNS), this subsidiary was transferred to PKNS in 1982. It is now a wholly owned subsidiary of PKNS. The company