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**CUSTOMER SATISFACTION SURVEY ON BULK PRODUCT  
DELIVERIES AT CALTEX OIL (M) LTD.**

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## **ABSTRACT**

Many improvement have been done by Caltex in order to achieve the No.1 Brand of choice for Customers. However, the problem still exist and within so many years the actions taken only effect minority of the predicted actions.

Therefore, the study on “customer Satisfaction Survey on Bulk Product Deliveries” is done in order to expose the company on how valuable the Customers i.e. the Business Partner are in gaining the profit.

These study would cover on the background of Caltex Oil (M) Ltd where its achievement and progress are presented.

In Chapter 2, the background of the Study on Customer satisfaction would cover on how to measure Customer Satisfaction and why we should measure Customer Satisfaction.

Chapter 3 were covered the literature Review done in gathering the relevant data for Customer Satisfaction Survey. Here, the secondary data was presented.

Chapter 4 were representing the data gathered from questionnaires, interviews and observation done. The findings will be presented in terms of tables and graphs after analyzed where to find out whether the customers are satisfy enough with our service.

The customer Satisfaction Survey on Bulk Product Deliveries will be concluded in Chapter 5 based on the finding presented.

The suggestions and recommendation shall be presented in Chapter 6 where we came out with some ideas on how to improve the delivery service and how to satisfy our valued customers.