

FOTOSTAT TIDAK DIBENARKAN

NEDLLOYD EAC AGENCY :
MARKETING OF RO/RO SERVICES FROM
PORT KELANG TO NEW ZEALAND

ROSMANMATI @ HAZURA BT. LONG
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION
(TRANSPORT)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SEAH ALAM
SELANGOR DARUL EHSAN
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ROSMAHWATI @ HAZURA
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM
SELANGOR DARUL EHSAN

ABSTRACT

This study is based on the part of Nedlloyd AC agency as the shipping agent. This will also include the steps taken by the agent in order to promote the services. Not only in terms of the services but also the commodity involved in the particular route. The relationship within the Port Kelang Authority and the agent is also being studied.

Overall the study will show that whether the agency really play their role as the Nedlloyd Line agent or not.

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