"A STUDY ON EFFECTIVENESS LEVEL OF RENTAL COLLECTION SYSTEM
APPLIED BY SEDCOVEST HOLDINGS SDN. BHD."

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OCTOBER 2009

ACKNOWLEDGEMENT

This project paper would not have been possible without the assistance, cooperation and contributions from many people who had generously assist me in this study.

First and foremost, I would like to express my highest gratitude to my advisor, Tuan Haji Sheikh Junaidi Sheikh Mohammad for the encouragement, valuable guidance and motivation rendered throughout the completion of this project paper.

My deepest appreciation also goes to my Supervisoor, Mr.Fadly Bin Ismail in the Sedcovest Holdings Sdn Bhd, for his ongoing support, supervision and in giving precious materials and in formations related to this study.

Special thanks go to all my workmates in the Sedcovest Holdings Sdn Bhd, who had given me full assistance and cooperation during my practical training. Last but not least, a special gratitude also goes to my family and friends for their moral support during the course of completing this study.

ABSTRACT

This study was conducted to identify the effectiveness level of rental collection system which offered by Sedcovest Holdings Sdn. Bhd. and thus find out the factors that affect the effectiveness of the system. The target population in this study is commercial tenant in Kota Kinabalu district also known as commercial area such as Wisma Sedco, Asia City, Anjung Selera Likas, Kota Kinabalu Industrial Park and Bandar Baru Penampang.

The research design used is descriptive study and both primary and secondary data regarding the study were gathered. A set of questionnaire was design and were distributed to the respondents. Interview also conducted to gather all the information to fulfill the objectives. The sample consists of 50 respondents. In analyzing the data, frequency distribution, percentage, and cross tabulation were used.

The findings of this study revealed that the level of effectiveness of rental collection system were at good level. Finding and conclusion finally discussed. Towards the end of this study, comprehensive recommendations to increase the effectiveness of this system were drawn.

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