



**TO IDENTIFY THE CUSTOMER SATISFACTION TOWARDS
PRODUCT AND SERVICES ON TOP WHEEL COMPANY**

**ABDUL QAYYUM BIN MURNI
2009758647**

**BACHELOR OF BUSINESS MARKETING
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

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TABLE OF CONTENTS

CHAPTERS	DESCRIPTIONS	PAGE
	Declaration of Original Work	ii
	Letter of Submission	iii
	Acknowledgement	iv
	Table Of Contents	
	List Of Tables	v
	List Of Figures	vi
	Abstract	vii
1	INTRODUCTION	
1.1	Background and Scope of Study	1
1.2	Problem Statement	3
1.3	Objective	3
1.4	Significance of Study	4
1.5	Limitations	4
2	LITERATURE REVIEW	
2.1	Marketing as a Management Philosophy	7
2.2	The Marketing Concept	9
2.3	Marketing Function	10
2.4	The Marketing Management Concept	13
2.4.1	Marketing Management Philosophy	13
2.5	Importance of Marketing Department	17
2.6	Corporate Marketing	19
2.7	Corporate Strategic Marketing Planning	21
2.8	The Nature of the Relationship between Corporation Marketing and Corporate Strategic Marketing Planning	23
3	RESEARCH METHODOLOGY AND DESIGN	
3.1	The Data Collection (Primary and Secondary)	27
3.2	Survey Instrument (Questionnaires)	27
3.3	Sampling Techniques (Probability or Non probability)	28
3.4	Sampling Size / Population	29
3.5	Procedure for Analysis of Data	29
4	DATA ANALYSIS AND FINDINGS	
4.1	Data Analysis	30
4.2	Findings	35
5	CONCLUSION AND RECOMMENDATION	
5.1	Conclusion	43
5.2	Recommendation	45
	BIBLIOGRAPHY	47
	APPENDICES	49

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CHAPTER 1

INTRODUCTION

1.1 Background and Scope of Study

In the world of business, there is a slogan stating that “*the customer is always right*”, which means the customers should be treated well and give high priority to their satisfactions. The reason behind this slogan is to keep the business going by taking the customers’ complaints seriously and initiating appropriate actions to improve services to the customers. This slogan has been widely used and recognized by many retailers from all over the world including Malaysia. It is important for retailers to be able to fulfill their customers’ satisfactions by any means possible. If a customer is satisfied with the service that the retailer provides, then the chance of that customer to return is high. Moreover, it is possible for the customer to recommend the retailer’s products or services to other customers. Hence, the retailer is able to build good rapport with as many customers as possible in order for its business to keep going and growing.

However, nowadays, the practice of this slogan in the business sector has been revised considering what the customers and retailers define as right. Attitude of the customers, realistic versus unrealistic expectations of the customers, and/or misuse of a product in ways that void the guarantee are some of the matters that need to be taken into account when deciding what is right or wrong. Despite all these matters, it

CHAPTER 2

LITERATURE REVIEW

2.1 Marketing as a Management Philosophy

Marketing helps strategic management at a philosophical, conceptual, and methodological level. The marketing concept stresses that customers are the focal point of strategy. Marketing defines the environment in terms that customers think are important. To achieve customer satisfaction, segmentation partitions customers into groups with common needs and the positioning concept frames strategic choice as decisions about which segments to serve and with whom to compete. An emerging theory of market evaluation helps dynamic analysis of customers, competitors, and strategic choices.

Strategy is the choice of markets the firm will attempt to serve, or a choice about the scope of the firm's domain, including decisions about expansion, defense, and contraction of that domain. Issues in strategic management occur at both the corporate and business unit levels. It is at the business unit level that we have seen a proliferation of models and matrices to help resolve strategic management issues. The contributions occur most frequently at the environmental analysis stage and at the business unit level. Also, marketing has contributed more to the choice of strategy than to the choice of structure. Marketing concepts and techniques such as market