

**AN IMPROVEMENT OF THE SALES  
ADMINISTRATION PROCESS PERFORMANCE; A  
CASE STUDY AT GUTHRIE PROPERTY  
DEVELOPMENT HOLDING BERHAD (GPDH),  
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**Submitted in Partial of fulfillment of  
the Requirement for the  
Bachelor of Business Administration (Hons)  
Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2007**

## **ACKNOWLEDGEMENT**

This dissertation represents the effort of work and would not have been possible to complete without the cooperation and assistance of various people who deserve my acknowledgement. For the first and foremost, I would like to thank ALLAH for the wonderful gift that makes me a better person, beautiful mind and also for the blessing and guidance to all needed strength and passion for me to complete this study.

I gratefully acknowledge Mr .Nor Azman B. Harun and my Academic Advisor, Mdm. Zainah Bt. Jalil for the guidance and reviewing this project paper. Also, I would like to record my gratitude to Mr. Mohd Razif B. Abdul Wahab for his gentle guidance, his supervision and advice from the very early stage of this research as well as giving me extraordinary experiences through out the opportunity during my work and the inspiring, pleasant working environment.

Also I am very grateful to my parents that deserve special mention for their endless support and prayers to help me complete this project paper. Finally, I would like to thank everybody who was important to the successful realization of this project paper, as well as expressing my apology that I could not mention personally one by one.

Thank you

MAZHAYU BT. LIMAT

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## **ABSTRACT**

Guthrie Property Development Holdings Berhad (GPDH) has made a move from Kumpulan Guthrie Berhad, venturing into property development in 1994 through a 55 per cent stake. GPDH was awarded ISO 9001:2000 certification from SIRIM QAS International Sdn. Berhad. The achievement paves the way for recognition of a quality builder status and to maintain their quality of management performance, they need to improve their process performance to ensure they can achieve the ISO objective. The purpose of this project paper is to study on improving performance of the Sales Administration process to overcome some common weaknesses where they are having problems while receiving the Sales and Purchase Agreement (SPA), getting authorized signatories and collecting 10% balance of payment within three months.

This project paper proposed three behavioral indicators for process performance which includes time management, team productivity and team working of organizational as the key to improve performance. Data being collected by questionnaire, telephone calls interviews and also observation in the Sales Office of Guthrie Property Development Holding and Project Development Office. Thus further studies being done to find the way of improving the Sales Administration Processes.