RELATIONSHIP MARKETING : HEALTHCARE MANAGEMENT PROGRAMME AT PMCARE SDN BHD

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Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2006

ACKNOWLEDGEMENT

Alhamdulillah…

All praise is due to Allah S.W.T, the sustainer of the world, and may there be His blessing to all messagers, the prophet Muhammad S.A.W and his family companions, followers and all the believers till the end of time.

First of all I would like to convey my utmost gratitude to my advisor, En. Norazman Harun for his guidance, tolerance and encouragement in preparing and completing this research paper. Not forgotten, I would like to thank my second advisor, Prof Madya Dr. Arifin Salleh, for his taught and guidance. Thank you very much.

Secondly I would like to thank everyone who has made this research paper possible especially to my parents En Nor Said Kumasi and Pn. Noriane Ahmad, whom has helped me a lot through out this project paper, En Mohd Nazmi Abdul Rahman the Assistant General Manager - Marketing Services of PMCare Sdn Bhd for his cooperation and guidance for this project paper, En Amri Abdul Rahman the Senior Manager – Customer Service, who has guided me through out this project paper. Thank you so much for your support!

Last but not least I would like to thank all of my friends and the staff PMCare Sdn. Bhd for all their help.

To those who are not mentioned here, appreciation is in my heart.

Nazila Binti Nor Said

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ABSTRACT

The objective of the study is to reach on the Relationship Marketing of Healthcare Management Programme in PMCare Sdn Bhd. The final report will help PMCare identify the perception of its customers, and if there are problems, that may cause dissatisfaction among the customers toward PMCare to extend, it affects the sales performance. Yet, Relationship Marketing strategies and tactics are context specific. this paper reports show how business relationships may develop in the future and the practices that should be used under certain scenarios. It concludes with recommendations of areas where further research activity in Relationship Marketing is required. Seeking knowledge of a customer's personal feelings concerning their comfort level with various communication approaches could enhance the reception of messages crafted for them. The discipline needs to move beyond the numbers to a more abstract analysis of the customer as an individual with specific feelings toward various marketing approaches.