



A STUDY ON THE FACTOR THAT CONTRIBUTE
TO THE SATISFACTION OF THE CUSTOMER
TOWARDS THE SERVICES THAT IS PROVIDED BY
TELEKOM MALAYSIA (SEREMBAN BRANCHES)
FOR THE C&B (CONSUMER & BUSINESS) UNITS.

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSSINESS ADMINISTRATION WITH
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“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *ngul ikram* Date: 15.3.2004

LETTER OF TRANSMITTAL

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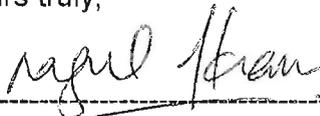
SUBMISSION OF MARKETING INTERRELATIONSHIP PROJECT PAPER

I hereby would like to submit my Marketing Interrelationship Project Paper entitled "A Study On The Factor That Contribute To The Satisfaction of the Customer Towards the Services That Is Provided By Telekom Malaysia (Seremban Branches) For The C&B (Customer & Business) Units. This project is about the report that I want to do this semester during my practical training.

I do hope this report will meet the requirements and expectation of the university.

I thank you for all the guidance and support you have generously rendered for the completion of this report.

Yours truly,



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CHAPTER 1

1.0 INTRODUCTION

In this new era of telecommunication services, Telekom Malaysia has to face the challenge as equal with the growth of telecommunication technology in Malaysia. This challenge not only comes from the high competitive rivals, but also to cope and fulfill the customers expectation and demand that always become higher from time to time.

Consumer & Business department is a part of Telekom division that been establish to face all of this challenge to ensure that all of the consumer demand and expectation can be fulfill and also to face the challenge that come from the competitors.

And to carry such important task, this division is divided into four different departments which is Customer Retention, Customer Care, Direct Sales and Marketing Planning, each will carry a special task from increase the sales till providing the services after sales. Without the effort of this department, it is very hard for Telekom Malaysia to survive in the long run since this four department is responsible in carrying the most important task for Telekom, that is to gain sales and generate profit.