



A STUDY ON CUSTOMER CARE CENTER AND COMPLAINTS HANDLING OF  
KONTENA NASIONAL BERHAD

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A case study project submitted in partial

Fulfillment of the requirements

Bachelor of Business Administration (Hons) International Business

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

(MALACCA CITY CAMPUS)

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL**  
**BUSINESS**  
**FACULTY OF BUSINESS MANAGEMENT**  
**UNIVERSITY TEKNOLOGY MARA**  
**(KAMPUS BANDARAYA MELAKA)**  
**“DECLARATION OF ORIGINAL WORK”**

**I, AZIZAH BINTI AHMAD JOHAN, (I/C: 870511435348)**

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 otherwise stated.
- ❖ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

SIGNATURE: \_\_\_\_\_ DATE: 28 APRIL 2010

## **LETTER OF SUBMISSION**

**DATE: 28 APRIL 2010**

The Head of program  
Bachelor of Business Administration  
(Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
No. 110 Off Jalan Hang Tuah  
75200 melaka

Dear Madam,

### **SUBMISSION OF FINAL REPORT**

Attached is the final report titled "**A STUDY ON CUSTOMER CARE CENTER AND COMPLAINTS HANDLING OF KONTENA NASIONAL BERHAD**" to fulfill the requirement as needed by Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Your Sincerely,

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AZIZAH BINTI AHMAD JOHAN

2008280654

Bachelor of Business Administration (HONS) International Business

**LETTER OF TRANSMITTAL**

**Azizah Binti Ahmad Johan**

Faculty of Business Management

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75200 Melaka

**Puan Norhamiza Mohd Noor**

Lecturer/Advisor

Faculty of Business Management

Universiti Tekonologi Mara

No. 110, Off Jalan Hang Tuah

75200 Melaka

Dear Madam,

**SUBMISSION OF FINAL REPORT**

Enclosed herewith is a thesis entitled “**A STUDY ON CUSTOME CARE CENTER AND COMPLAINTS HANDLING OF KONTENA NASIONAL BERHAD**”. I hope this thesis will meet requirement and expectation from you and the faculty. I thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

**THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION**

Your Sincerely,

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AZIZAH BINTI AHMAD JOHAN

2008280654

Bachelor of Business Administration (HONS) International Business

## **ABSTRACT**

This case study exploring the Customer Care Center and Complaint handling by Kontena Nasional Berhad. Here, there are some issues in this study that have been analyze the factors that contribute in this issues and discussing some sort of ideas of what Kontena Nasional should be taken in order to improve their Customer Service Center especially in complaint handling.

In order to justify on what are the organization implement in providing the product and attracting the customer, the observation has done for 20 weeks. Through this observation, there are some of issues that related to the customer care benefits, complaints handling process base on ISO 10002:2004. On the other words, this study on this issues want to show, what customer care center done, in fact, cover a very wide range of absolutely essential business activities that bring to the customer the product that they want, where, when and with all the information that they need to make informed and satisfying customer's choices.

All of these issues deeply explained in the report in order to be more clarifying for understanding the importance of complaints handling in effective way. Therefore, there are some of suggestions that have been explained in enhancing the sales target.