

**THE SERVICE QUALITY OF SALES
REPRESENTATIVE FROM PERTAM PROPERTIES
IN SELLING THE PROPERTIES.**

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

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

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DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA.**

“DECLARATION OF ORIGINAL WORK”

I, Khurzaimah bt Daud (I/C Number : 850601-14-6218)

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 : _____

Date : _____

LETTER OF SUBMISSION

17 APRIL 2009

The Head of Program
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Universiti Teknologi MARA
Kampus Bandar Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “the service quality of sales representative from PERTAM Properties Sdn Bhd in selling the properties” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely

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INTRODUCTION

1.0 Introduction

This first chapter is an overview of the research study that discussed the background of the company, background of study, problem statement, research objective, research question, limitation of study, issue and purpose of study, scope of the study, research framework in doing this project paper. In addition, to understand readers better with this study, definition of terms and organization of the study are also included.

1.1 Background Of the company

This study takes place at the subsidiaries of PERTAM. There are the backgrounds of the PERTAM subsidiaries:

Background of PERTAM Properties Sdn. Bhd

Sections 5(b), under the enactment of Perbadanan Kemajuan Tanah Adat Melaka (PERTAM) 1991, PERTAM have the initiative to establish the subsidiaries legally on February 16, 1992.

PERTAM Properties Sdn Bhd was established by the state government (MMKN) on December 11, 1996 and was established officially under section 14(2), Company Act 1965. This company was formerly known as Abad Lagenda Sdn Bhd before they change the name to PERTAM Properties Sdn Bhd.

PERTAM Properties Sdn Bhd is one of the mechanism of Melaka government to handle the issues of the properties (land) of bumiputera's quota in Melaka which had been refer by the Persatuan Pemaju Hartanah dan Perumahan Malaysia (REHDAA) cawangan Melaka.