



**THE SUCCESSFUL FACTOR FOR ATMALINK SDN BHD TO CREATE A  
HIGH QUALITY OF TRAINING SERVICES FOR LOCAL AND FOREIGN  
MARKET**

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**“DECLARATION OF ORIGINAL WORK”**

Me, Mohd Roslaidi b Mohamad (IC Number: 870902-06-5233)

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 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

6<sup>th</sup> May 2010

The Head of Program

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Melaka.

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the paper entitled “THE SUCCESSFUL FACTOR FOR ATMALINK SDN BHD TO CREATE A HIGH QUALITY OF TRAINING SERVICES FOR LOCAL AND FOREIGN MARKET” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

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## **ABSTRACT**

According to the topic chosen, The Successful Factor for Atmalink Sdn Bhd to Create a High Quality of Training Services for Local and Foreign Market, the research is conducted to find the result for the finding. Research objectives for this study undertaken are To identify whether the promotion done is well enough to create a high quality of training service, to determine whether the level of the quality training program can be measured by the price offered, to identify whether product/service offered may influence the quality of training program and To determine whether place are also effect the level of the quality training program. The scope of the study is mainly focusing on the factors, which is promotion, price, product/service, and place and its effect to the quality of the training program.

A set of questionnaires was distributed to the respective respondents. Several factors that being discussed in this research are demographic, 4Ps elements that contributes to the quality of the training program. The data is analyzed using descriptive analysis, frequency, reliability testing and Pearson correlation of Statistical Package for Social Sciences (SPSS).

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