



MARKETING MANAGEMENT VS. INTERNAL  
MANAGEMENT PROBLEMS (CUSTOMER  
SERVICE) IN 4LIFE RESEARCH SDN BHD

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# LETTER OF SUBMISSION

DATE OF SUBMISSION

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DEAR MADAM/SIR

SUBMISSION OF REPORT PAPER

Attached is the report paper titled “**MARKETING MANAGEMENT VS. INTERNAL MANAGEMENT PROBLEMS (CUSTOMER SERVICE) IN 4LIFE RESEARCH SDN BHD**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA

THANK YOU

YOURS SINCERELY

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**“DECLARATION OF ORIGINAL WORK”**

I, NOR ASMAN BIN CHE MANSOR, (I/C NUMBER: 860916565897)

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 report 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.

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# Abstract

Marketing management is a business discipline which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. In the organization, the company and the employee have a mutual need where the company insists on the revenue through the employee performance. The more quality the employee perform the higher revenue the company achieve especially private sector. From the very beginning, 4Life has been redefining boundaries. They pursuits in Transferceutical Science have led to one surprising discovery, innovation, and patent after another. And their early success positioned them to introduce 4Life Transfer Factor and the Life Rewards Plan to the globe. In the corporate sector, it may change the perception of others towards the operation of the organization. It consists of many problems that the organization could not detect for a certain reason including the internal and the external problem. Many company claim that they are the best among the others but what can be said is that the company can only claim for the external purpose but internally automatically it different. 4Life have a good way of increasing their good performance of the customer service operation but what the issue behind the good thing is that it is to over the nature of the job description of the customer service. The issue come arrive is that welfare such company provide are fully utilized the employee welfare such stated in the company policy. It is over react of the policy. The welfare given by the company is not enough. In conclusion and recommendation, the company and other organization trying their best to achieve that title to present their company to the world as a best management to the eyes of the world. To achieve the target, there are many circumstances that should company appropriately follow standardize with many problem around them.

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