



**THE DISTRIBUTORS SATISFACTION LEVEL TOWARDS
DISTRIBUTION SYSTEM**

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ABSTRACT

This research is related with relationship marketing. As we know, building relationships between customer and company or firms is very important. This is to make sure that customers and company will take their responsibilities to satisfy each other. Therefore, this research was prepared with the intention of measuring the distribution satisfaction towards the distribution system provided by Perak-Hanjoong Simen Sdn Bhd (PHS). By using this research, PHS can identify their strengths and weaknesses in their distribution system. It involved three variables that are customer service, delivery service and order processing.

This research was conducted at Perak-Hanjoong Simen Sdn Bhd (PHS) where the focused respondents were the distributors that already dealing with the company. For the purpose of this research, questionnaire and random interview session has been carried out. So far, there has not been any marketing research done by PHS towards the topic I had studied.

At the end of this research, recommendations are made based on the findings and results obtained from the analysis of the questionnaires, surveys and some recommendations also comes from the distributors themselves.

Hence, I believe this research will give ideas and assistance to the PHS in order of developing their own marketing strategies and future plans.

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