

**A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION
TOWARDS PHYSICAL DISTRIBUTION SERVICES
PROVIDED BY BERNAS PERDANA SDN. BHD.**

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LETTER OF TRANSMITTAL

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23 October 1999

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Mr.,

Submission Report “ A Study on the Level of Customer Satisfaction towards the Physical Distribution Services Provided By BERNAS Perdana Sdn. Bhd.”

Herewith I enclosed my report entitled “A Study on the Level of Customer Satisfaction towards the Physical Distribution Services Provided By BERNAS Perdana Sdn. Bhd.”

With this submission of this project paper, I do hope that it will meet the requirement and the purpose of the Marketing Internship (MKT 650) subject.

Thank you in advance for all guidance and kind assistance that you had rendered to me for the completion of this report.

Thank you,

Yours faithfully


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FOTOSTAT TIDAK DIBENARKAN

ACKNOWLEDGEMENT

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Alhamdulillah...

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Last but not least, to my beloved friends, Miss Dahlia, Miss Maziharita, Miss Intan Syafinaz, Miss Azlina and Miss Tiah, thank you very much for the support.

ABSTRACT

This study was prepared with the intention of measuring the level of satisfaction towards the physical distribution services by BERNAS Perdana Sdn. Bhd. Through this study, BPSB can identify their strengths and weaknesses in offering the services. It involved the physical distribution functions such as order processing, warehousing, inventory management, customer service and communication.

This study was conducted at BPSB, where the focused respondents were the wholesalers that already dealing with a company. For the purpose of this research study, questionnaire and random interview session has been carried out. So far, there has not been any market research done by BPSB towards the topic I had studied.

At the end of this project paper, recommendations are made based on the findings and results obtained during the survey and study, which focus on the wholesaler who deals with BPSB.

Hence, I believe this study will give an ideas and assistance to the BPSB in order developing their own marketing strategies and future plans in next millenium.

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