

PERMINT PLYWOOD SDN. BHD.
HOW CUSTOMER SERVICES INFLUENCE
BUSINESS MARKET LOYALTY

MOHD KAMAL BIN MOHD ALI

BACHELOR OF BUSINESS ADMINISTRATION
(HONS)(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

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FOTOKOPILAH
UNDI KUALA LUMPUR

UNDI KUALA LUMPUR
UNDI KUALA LUMPUR

Marketing Internship

BBA (Hons) Marketing
Faculty of Business Management
MARA University of Technology
Terengganu Branch
23000 Dungun
Terengganu

October 14, 1999

Mr Che Ismail Bin Long
Faculty of Business Management
MARA University of Technology
Terengganu Branch
23000 Dungun

Sir,

Attachment of Internship Thesis

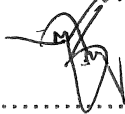
Enclosed here is the internship thesis entitled " How customer services influence
business market loyalty."

I do hope the report will meet the requirement and expectation of the faculty of Business
and Management.

I really appreciate your kindness to guide, advice and support for the completion of this
study.

Thank you.

Yours faithfully,



.....
(Mohd Kamal Bin Mohd Ali)

UNIT REKOD & KESELIDINGAN PERBENDACAA

FOTOSTAT 11/10/1999

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Thank you.

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

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Abstract

Loyalty is hard to achieve. The conversion to loyalty can begins to come about when the company put priority to customer service. In response how important business loyalty, the study on ' How customer service influences business market loyalty' was created.

The purpose of this research is to examine the strength of customer service by PPSB in pursue to be excellent and to find barriers that distort PPSB to perform better customer service. The researcher used primary and secondary data to gather information.

Questionnaires were distributed among the companies that contribute large sales volume and profit to PPSB. Personal observation and interviews were also held with the staff of PPSB and PPSB's customers. Information also being traced and gathered through internet, books, journals and annual report. Researcher found the buyers satisfied with quality of customer services performed by PPSB. However, there are some areas that need to be restructure such as inventory management stock and the period of handling complaint.

UNDI PUSAT KELOMPOK BELAKANG PEMBACA

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