

THESIS 29

MKT 650-78

A STUDY ON
LATE DELIVERY ORDER FROM PETRONAS
MITCO JAPAN TO CUSTOMER.

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OCTOBER 1999

FOTOSTAT TERBUKTIKAN

LETTER OF TRANSMITTAL

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To:

Mr. Farok Zakaria
Lecturer of School of Business Administration
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23000, Dungun Terengganu.

17 October 1999

Dear Sir,

Report on Late Delivery Order From PETRONAS MITCO Japan to Customer

I am pleased to present the following report of my study on the above topic. The duration of the study is approximately four months to finish.

I really appreciate your kindness to guide advice and look into my study.

Thank you very much.

Yours faithfully,



(Che Hamiza Jafar)

ACKNOWLEDGEMENT

Assalamualaikum W.B.T

By the name of Allah, Almighty generous and Almighty Merciful

In order to complete this project paper, there are many people involved in many ways that I hesitate to list them fearing that it will miss some one. But first of all, I very much indebted to my advisor, Encik Farok Zakaria for his valuable comments, guidance and suggestion and also not forgetting, my supervisor at MITCO Japan Encik Khairul Akhbar Ismail (Marketing Executives) for his valuable assistance and suggestion and as well as to other lecturers.

In addition, I would like to express my thanks to Encik Suhaimi Yasin (MD/CEO), Encik Razak Ahmad (Marketing Manager) and Encik Azahan Ismail (Senior Manager) from PETRONAS Mitco Japan for their commitment in giving permission, information, encouragement, support and assisting indirectly from time to time in preparing and finalizing this study.

My greatest gratitude to my beloved family and friends for their full support to ensure the completion of this study.

May Allah bless all of us and get benefit from it.

Thank You

UNDI KUALA LUMPUR & UNIVERSITI TAN PEMBAKA

PETRONAS MITCO JAPAN

ABSTRACT

This project paper is prepared as a partial fulfillment of the Bachelor of Business Administration (BBA) majoring in Marketing. Due to this purpose, I have determined the topic of my research study towards PETRONAS MITCO Japan entitled “ A Study on Late Delivery from PETRONAS MITCO Japan to Customer. This study is focused more on problem that occurred due to late delivery of goods.

This project paper contains seven chapters. It includes an introduction, company background, literature review, methodology, data interpretation analysis, conclusions and recommendations.

The project paper will present a research of contemporary issues relating to service offer by PETRONAS MITCO Japan. Total number of 22 respondents that represent the MITCO Japan customers have been interviewed based on sampling method of stratified sampling technique for MITCO Japan customers in order to gather the related information to this research. The target population of the study was based to MITCO Japan customers who were from PETRONAS OPU and Non-OPU.

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