

THESIS 9 - TUG.

MKT 650 - 20

ELEKTRISOLA MALAYSIA SDN. BHD.
"A STUDY ON THE INTERNAL CUSTOMER PERCEPTION
TOWARDS PURCHASING DEPARTMENT SERVICE FUNCTION"

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LETTER OF TRANSMITTAL

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Mrs.,

Submission Report “ A Study On The Internal Customer Perception Towards Purchasing Service Functions in ELEKTRISOLA (M) Sdn Bhd.”


Herewith I enclosed my reports entitled “ A study on the Internal Customer Perception towards Purchasing Department Service Functions”.

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

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

Thank you,

Yours faithfully


.....
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LAST BUT NOT LEAST

ROSLI SARIH
FAZIAH RAZI
AND FAMILIES

ABSTRACTS

The ELEKTRISOLA Group has been manufacturing wire for the electrical industry since 1948. This manufacturer focuses on to wires in the diameter range of 0,010 mm to 0,50 mm, the requirements of the customers have resulted in more than 30,000 possibilities of wire configurations within this range. Based on the objective to be the leading supplier of fine sized magnet wire in the world has been reached. The sales of ELEKTRISOLA Group are more than 23 times higher than 1958. The founder of the business is Dr. Gerd Schildbach, and is fully supported by Dr. Detlef and Dr. Oliver Schildbach.

The growth of Dr. Gerd Schildbach business was due to the establishment of five new plants abroad and the development of more efficient manufacturing equipment and methods. One from the five plants is ELEKTRISOLA Malaysia located in Janda Baik about 40 miles east of Kuala Lumpur, the capital of Malaysia. The factory area at an elevation of 550 m with rather lows temperatures and very clean air.

Customer satisfaction is vital to a company's success. Customer satisfaction is degree of happiness experienced by customer.

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