

**A STUDY OF THE CUSTOMER AWARENESS
ON THE TNB DISTRIBUTION (TNBD) CAMPAIGN
OF “A CUSTOMER LOYALTY PROGRAMME” IN DUNGUN**

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OCTOBER 2000

FOTOSTAT TIDAK DIBENARKAN

ACKNOWLEDGEMENT

Bismillah hirrahma nirrahim.....

Praise Gratitude to Allah s.w.t.with whose mercy to help and give me the opportunity to complete this proposal.

My greatest debt and appreciation go to my project advisor En. Azmi bin Che Hamid for his constructive ideas, valuable suggestion and assistance which have significantly helped me in my preparation in this study. Your constant encouragement from the beginning until now is much appreciates.

I would like to express my thanks to Pmg. Pengurus Bisnes TNBD Dungun Branch and to my supervisor Encik Ali bin Sidek, also other staff who always giving their hands, advise and guidance during my training period at TNBD Dungun.

Lastly but not least, I would like to thanks to everyone that help me in completing this research especially Encik Kamil Arief bin Datuk Khalid, Cikgu Kamal from Sekolah Sains Yayasan Mara Dungun, Encik Nor Azam Saat of PolyEthelyne and all my colleagues.

Wassalam.

LETTER OF TRANSMITTAL

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Sir,

SUBMISSION OF RESEARCH PAPER MARKETING INTERSHIP (MKT 650)

Enclosed herewith is my project paper entitled A Study on the Customer Awareness on the TNB Distribution Campaign of “A Customer Loyalty Programme” in Dungun.

With the submission, I do hope that it will meet the requirement and purpose of the Marketing Internship paper.

Thank you for all the guidance, support and assistance you have generally rendered for the completion of this project paper.

Yours faithfully,



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ABSTRACT

According to one source, many giant companies that made million of dollars profit do not have cash in hand. This means that they are short of cash flow. Though they gain profit in their operation according the financial statement but actually mostly the profit is still with their customers. Why this happen? There is something hidden behind it. These problems also happened to Tenaga Nasional Berhad, the largest Electricity Company in the nation. Though it made billion dollars of profit annually, it still faced the shortage of cash flow. In order to overcome the problem, TNB through its' subsidiary TNB Distribution had launched the campaign of Customer Loyalty Programme that encourage customers to pay their electricity bills at Kedai Tenaga within 15 days after receiving the bills. Through this campaign, TNB expected to add its' cash flow earlier and to reduce certain expenses that it has to bear regarding the customers that pay bills at Post Office. So this study is held to measure the customers' level of awareness toward the campaign and how much it has help TNB to overcome the problem in Dungun. It is also the tools to measure whether the campaign is success or not in this area. This study was conducted in Dungun, which all respondents are selected from the TNBD customers of Kg, Sura Gate, Sura Jati, Sura Hujung and Paka. Finally, the study also tries to recognize the strength and weaknesses of the campaign and will

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