

SCHOOL OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
TERENGGANU

A MARKETING INTERNSHIP ATTACHMENT PROJECT PAPER
SUBMITTED AS A PARTIAL REQUIREMENT TO FULFILL THE
BACHELOR OF BUSINESS AND ADMINISTRATION (HONS)
MARKETING COURSE.

**SURVEY ON SQUATTERS PERCEPTION TOWARDS SELANGOR
STATE DEVELOPMENT CORPORATION TO REDUCE THE
SQUATTER PROBLEM AND ENHANCING THEIR LIVING
STANDARDS IN KLANG VALLEY**

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LETTER OF TRANSMITTAL

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To:
Advisor,
Tengku Yusof bin Tengku Mahmud
Mara University of Technology,
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October 25, 2000

Dear Sir,

Report on “ Survey On Squatters Perception Towards Selangor State Development Corporation (SSDC) To Reduce The Squatter Problem and Enhancing Their Living Standards In Klang Valley”

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.

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

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

Thank you.

Yours Faithfully,


.....
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Bismillahirrahmanirrahim

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ABSTRACT

Selangor State Development Corporation (SSDC) was established under the Selangor State Development Corporation Enactment 1964 (No.4, 1964) as a statutory body and a state development agency. As a government agency, SSDC shared its commitment in the planning and implementation of development programs and it is directly project for the people. SSDC has long term plan to bring directly stability, harmony and social justice in order to realize the country's vision. Based on its excellent performance throughout its 35 years of existence, SSDC is able to strengthen its organization to position itself as the respectable corporate body not only locally but also internationally.

Customer perception is important because individual always think about what they see around them whether it is positive or negative perception. Perception also will motivate persons to acts as influence concerning the environment or situation. Customer perception normally will influence the customer satisfaction as a degree of happiness experience by customers.

The researcher is conducting an analysis of squatter perception towards SSDC after found several problem occurred in the corporation and yet never end up until right now. Researcher found, is the role of SSDC is really effective or works if they promise to assist the consumer especially squatters to reduce the problem by offer them convenient places or shelter and what is the role of each

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