



**BUSINESS TO BUSINESS RELATIONSHIP TOWARDS KAHWIN2U:
A CASE STUDY OF YATA JASAMEDIA**

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JANUARY 2015

ACKNOWLEDGEMNET

First of all, I would like to thanks to Allah S.W.T for give me some space to finish making all this possible. Alhamdulillah, I was able to finish this study.

I would like also to express my sincere appreciation to my advisor Madam Noreen Nor binti Abdul Aziz for giving me her never ending support and guidance me toward the completion of this report. A million thank you for spending her time and answer all my curiosity when doing the report.

Secondly is my warmest appreciation to Mr Yap Eng Boon, our Director of Yata Jasamedia for giving me the fully cooperation answering all my question regarding my thesis. And also for my supervisor, they are Miss Siti Nur Syafarina binti Husin and the others staff for their helping and sharing all their knowledge and an experience with me during the practical training. My specials thanks also go to all staff of Yata Jasamedia.

Furthermore, doing this practical training activity encourage me to improve my knowledge and skill about handling customer and managing the company. Because of that also, I can get a meaningful experience of having and manage the products of services very well. Thanks also to all people that involved directly or indirectly in this assignment. To all my friends and family for helping me survive all the stress from this year and not letting me give up. It would not have been possible without them.

Thank you.

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ABSTRACT

The business to business relationship is the one important relationship to being built among the business people in order to market their product and services. These relations also will shows how far their product or services have been familiar among the businesses and also customer. In relations with that, this study will focus on the factor of the business to business relationship and make the relationship exist will stay longer. Recent observation in Kahwin2U shows this company has practice the business to business relationship only with the supplier and not between the other businesses. Therefore, this study will find out the factor that influences the business to business relationship in Kahwin2U. The method that been used is data collection were obtained by doing the interviewed with the three respondents, the Director and the staff of Kahwin2U and also the wedding planner as the other businesses. The results find out there are eight factors that influence the business to business relationship. There are mutual benefit, company background, prices, committed, satisfaction, trust, marketing and profit. The researcher also found out there is a gap between the company practice and the journal that been listed. At the end, the researcher will give suggestion ways that can be practice in order to improve the business to business relationship toward Kahwin2U.