

76614

## LETTER OF TRANSMITTAL

Bachelor In Business Administration (Marketing)  
School Of Technology and Management  
Mara University of Technology  
Kelantan Branch  
18500 Machang  
Kelantan.

Tuan Haji Sapiai Abd Rahman  
Advisor  
School of Business and Management  
Mara University of Technology  
Kelantan Branch  
18500 Machang  
Kelantan.

Sir,

### Submission of Thesis

Here with I enclosed my thesis entitled " Customers Satisfaction Towards Avon Products in Bukit Mertajam, Pulau Pinang ". This thesis covered about how customer satisfied with Avon product compare to other brands and how they make comparison between Avon products and other cosmetic brands in the market.

I hope that this thesis will meet the subject requirement. In addition, it will give some benefits to the Avon Boutique itself concerned.

I would like to express zillion of thanks for all your kindness guidance and assistance that you had rendered to me for the completion of this thesis.

Thank You.

Yours sincerely,

(Rusmiza Binti Mohd Adzmi)

(m)

98189874

## ACKNOWLEDGEMENTS

Alhamdulillah, with the will of Allah, I have successfully completed this research.

Without the strength given to me, we would be able to make it.

I would like to take this opportunity particularly to thank my respected advisor, Tuan Haji Sapiai Abd Rahman. I am very grateful for his continuous suggestions and highly constructive comments.

I would like to thank also all the customers and dealers at the Avon Boutique for their information such as the customers, dealers, owners and others.

Finally, I also wish to thank everybody for providing me assistance and cooperation in preparing this research report.

### 1.0 INTRODUCTION

1.1	Background and Scope of Study	1
1.2	Problem Statement	4
1.3	Objectives	5
1.4	Significance of Study	6
1.5	Purpose	7
1.6	Hypothesis	8
1.7	Methodology	9
1.8	Definition of Term	10
1.9	Scope and Limitation	11

# TABLE OF CONTENTS

	Page
Letter of Transmittal	i
Acknowledgements	ii
Table of Contents	iii
List of Tables	vi
List of Graphs	viii
Abstract	x
<b>CHAPTERS</b>	
1.0 INTRODUCTION	
1.1 Background and Scope of Study	1
1.2 Problem Statement	4
1.3 Objectives	5
1.4 Significance of Study	6
1.5 Purpose	7
1.6 Hypothesis	8
1.7 Methodology	9
1.8 Definition of Term	10
1.9 Scope and Limitation	11



## LIST OF TABLES

1. Table 4.1(a)	:	Frequency Tables	70
2. Table 4.1(b)	:	Accompany to Boutique	72
3. Table 4.1(c)	:	Age of respondents	73
4. Table 4.1(d)	:	Avon price compare to others brands	74
5. Table 4.1(e)	:	Satisfaction of time waiting	75
6. Table 4.1(f)	:	Satisfaction on merchandise display	76
7. Table 4.1(g)	:	Education of respondents	78
8. Table 4.1(h)	:	Often go to Boutique	79
9. Table 4.1(i)	:	Gender of respondents	80
10. Table 4.1(j)	:	Frequent to Boutique	81
11. Table 4.1(k)	:	Income Levels	82
12. Table 4.1(L)	:	Time spend per Visit	83
13. Table 4.1(m)	:	Occupation of respondents	84
14. Table 4.1(n)	:	Respondents preferable	85
15. Table 4.1(o)	:	Price of Avon products	86
16. Table 4.1(p)	:	Respondents problem of Avon products	87
17. Table 4.1(q)	:	Types of Cosmetic products	88
18. Table 4.1(r)	:	Prospect to further in future	90
19. Table 4.1(s)	:	Further for future	92
20. Table 4.1(t)	:	Quality of Avon compare to others	93

## ABSTRACT

In today's fiercely competitive market, no business can long survive without satisfied customers. Customer satisfaction is key to long-term profitability, and keeping the customer happy is everybody's business. Increasingly, companies are finding that factors such as lower labor costs, more efficient manufacturing, and superior technology provide only transient, short-term advantages. In the long run, however, what matters is how the companies can please their customers with their products.

If the customers are happy with the value delivered by companies' products, feel that they are valued and treated fairly, they will stay loyal to the company for a long time. Otherwise, the customers will switch to other companies at the first opportunity. In this paper, I first develop models of customer satisfaction, highlighting the role of continuous learning and improvement in this process. Then go to highlight the practices utilized by a select number of boutique considered to be highly customer focussed. on the other hand,

Traditional customer satisfaction survey tackles only the extent of satisfaction on various attributes. In today's competitive environment, more insightful information about customers' attitudes and preferences is needed. Identification of Gaps is more practical than mere knowing how satisfied the customers are. If customers are not satisfied on issues that are not important, the provider needs not worry. Gaps only exist where items are important and yet customers are not happy about. The ISG (Importance, Satisfaction, and Gaps) questionnaire can fulfil this role of helping managers to better appreciate the needs of customers and devise appropriate strategies.