



A STUDY ON DELIVERY SYSTEM EFFICIENCY OF SABAH
RUBBER INDUSTRY BOARD IN TUARAN

DASAU BIN HASSAN
2002215791

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
KOTA KINABALU

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TABLE OF CONTENTS

	PAGE
Title Page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgements	iv
List of Tables	v
List of Figures	vi
Glossary	vii
Definition of Terms	viii
Abstract	ix
Executive Summary	x
CHAPTER 1: INTRODUCTION AND BACKGROUND OF STUDY	
1.1 Introduction	1
1.1.1 An Overview of Sabah Rubber Industry Board	2 - 5
1.1.2 The Sources of Funds	5
1.2 Main Focus of Study	6
1.2.1 Tuaran District	6
1.2.2 Sabah Rubber Industry Board in Tuaran	6 – 8
CHAPTER 2: PROBLEM STATEMENT	9
2.1 State Public Sector's Challenges	9
2.2 Current Issues and challenges	9 – 11
CHAPTER 3: LITERATURE REVIEW	12
3.1 Introduction	12
3.2 History of Rubber	12 - 13

3.2.1 Rubber Industry in Malaysia	13 - 14
3.3 Definition of Services	15
3.4 Not for Profit Service Organization	16 - 17
3.5 Delivery System in Service Industry	18
3.5.1 Delivery System of Sabah Rubber Industry Board	18
3.5.2 Service Delivery's Option	19 - 20
3.6 Total Customer Satisfaction Services	21 - 22
3.7 Social Services Context	22 - 24
CHAPTER 4: THEORETICAL FRAMEWORK	25
CHAPTER 5: OBJECTIVE	26
CHAPTER 6: SCOPE OF STUDY	27
6.1 Demographic	
6.2 Geographic	
CHAPTER 7: SIGNIFICANCE OF STUDY	29
CHAPTER 8: RESEARCH QUESTION	30
CHAPTER 9: RESEARCH METHODOLOGY	31
9.1 Data Collection	30
9.2 Primary Data	30
a. Personal Interview	
b. Distributing Questionnaire	
9.3 Secondary Data	32
a. Internet	
b. Reference Book	
c. Journals on Marketing	
d. Thesis by Previous University Student	
e. Magazines and Newspaper	
9.4 Sampling Design	33 - 34

ABSTRACT

This research paper is the final requirement for final year part-time students of University Institut Teknologi Mara (UiTM) for Bachelor of Business Administration (Hons) majoring in Marketing. This project consist of thirteen chapters: (1) An Introduction, (2) Problem Statement, (3) Literature Review, (4) Theoretical Framework, (5) Objective, (6) Scope of Study, (7) Significance of Study, (8) Research Questions, (9) Research Methodology, (10) Limitation of Study, (11) Research Findings and Data Analysis, (12) Conclusion, and (13) Recommendation. This research is mainly about 'A Study on Delivery System Efficiency of Sabah Rubber Industry Board in Tuaran'. It serves three main purposes; to study the performance of the Sabah Rubber Industry Board in Tuaran especially in meeting it objective to improve the smallholders's income, the efficiency level of the board from client's point of view and at last but not least to gather information about the present services' efficiency and clients' suggestions to improve the delivery system.

It is important to understand the consumer perceptions and experience toward the services of the board so that this sole provider of rubber services in Sabah will improve. This may include how the human resources, facilities, actions and time taken by the board to meet customers' needs and wants. This research will be conducted among customer from every villages that currently or have been receiving the services of the board in order to determine the problem, opinion and feedbacks as a source of enhancing the delivery system elements to meet the needs and wants of existing and new customers.