



**FACTOR THAT CONTRIBUTES TOWARDS
DECLINATION OF SALES AND DEMAND IN
INSPECTION SERVICES:
CASE STUDY OF SGS (M) SDN BHD**

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ABSTRACT

Inspection is the process of measuring the qualities of a product or services in terms of established standards. Whenever products are manufactured some of them may be in the limits of error and some may be outside. The allowances provided with the help of inspection on such products are selected which satisfy the conditions of work. Thus inspection is an important aspect of production control. The purpose of study is to identify the factor that contributes towards the declination of sales and demand in inspection services. The issue that arises in this study are price, technology, and economy. 100 customers had been selected as respondents due to the constraint time and willingness of respondents to reply correctly and willingly. By using judgment sampling, the questionnaires are distributed to client of SGS. Therefore, throughout the research findings, there's only one hypothesis were support the research. Overall, price is the dominant factor that contributes towards the declination of sales and demand in inspection services.

Keywords: *Declination sales and demand, inspection services, price, technology, economy*

CHAPTER 1 : INTRODUCTION

1.1 INTRODUCTION

In this chapter will be explain more about background of study, company background, vision, mission, company structure of SGS, problem statement of the study, research objective, research question, significant of study, limitation of study, scope of study and definition of term.

1.2 BACKGROUND OF STUDY

The service industry is the almost necessary pillar over the international economic provision. An inspection services is, most generally, a sorted out examination or formal assessment work out. In engineering activities, inspection usually come out with measurements, tests, and gauges applied to certain characteristics in regard to an object or activity. The outcome are conventionally compared with specified requirements and standards for determining whether the item or activity is in line with these targets, regularly with a Standard Inspection Procedure set up to guarantee reliable checking.