

**EFFICIENT DELIVERY OF BP LUBRICANTS TO MEET  
CUSTOMER RESPONSIVENESS (CR) OFFER,**

**A GRADUATION EXERCISE SUBMITTED AS A PARTIAL  
FULFILLMENT OF THE  
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION  
(TRANSPORT)**

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## **ABSTRACT**

This thesis is mainly concentrated on how could the delivery system in the deliveries of packed lubricants of British Petroleum (BP) Malaysia be improved. It was identified that the failure in meeting Customer Responsiveness (CR) are due to the stockout problems , improper number of vehicles in contractor fleet , uneconomical orders placed by customers and the availability and punctuality of the drivers concerned. The importance of meeting CR has becomes the major topic in discussion. Further , the thesis are elaborating on how these shortcomings be overcome in ensuring CR offer could be achieved and at the same time cost could be kept at the acceptable level.