SALES TOOLKIT IMPLEMENTATION FOR LUBRICANT BUSINESS - DIRECT BUSINESS

Ву

VIKNISH RAMALINGAM

A Capstone Consultancy Project Report

Submitted to the Postgraduate Studies

Programme as a Requirement for the Degree of

MASTER OF BUSINESS ADMINISTRATION

ENERGY MANAGEMENT

UNIVERSITI TEKNOLOGI PETRONAS

BANDAR SERI

ISKANDAR, PERAK

SEPTEMBER 201