

**A STUDY ON THE ATTRIBUTES THAT CONTRIBUTE TO  
THE SUCCESS OF RESTAURANTS**



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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

I would like to take this opportunity to submit a Project Paper for your approval. For your information, the title of my Project Paper is as follow:

"A StUdy On The Attributes That Contribute To The Success Of Restaurants". Based on research findings, conclusions and recommendations have been proposed to the organization and for future studies.

I hope that this Project Paper will meet the requirements of the Faculty.

Thank you.

Yours sincerely,

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(NUR ADILAH SAUD)

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## ABSTRACT

A STUDY ON THE ATTRIBUTES THAT CONTRIBUTE TO THE SUCCESS OF  
RESTAURANTS

The research is conducted to study the attributes that contribute to the success of restaurants. There are several factors that influence the success of restaurants. Besides that, this study also determines the characteristics of the owners of restaurants that influence the successful of restaurant. In order to be successful there are also some problems need to be faced by the owners of restaurants. From this research the owners of restaurants can determine the problems that they faced. So, it will be easy for them to find the best way to solve it.

This project paper consists of five chapters, which bring its own exploration to the topic being explored. Chapter one is a comprehensive discussion about the organization and background of the study. Chapter two is the literature review where the topics and matters concern is explain. Its explanation is related to the Subject studied. Chapter three is the research methodology. 30 questionnaires has been distributed randomly to the owner of restaurants in Batu Berendam, Malacca. The data were coded and analyzed using Statistical Package for Social Science (SPSS) 10.0 in order to get the findings in chapter four. Chapter five contains the conclusion and recommendations given by the researcher.