A CASE STUDY ON RETAIL PERFORMANCE TOWARDS NON AVIATION REVENUES IN SENAI INTERNATIONAL AIRPORT

NUR HIDAYAH BINTI MOHD SALLEH
2009449874

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

JANUARY 2012
I, NUR HIDAYAH BINTI MOHD SALLEH, (I/C Number: 880814235510)

Hereby, declare that,

• This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

• This project paper is result of my independent work and investigation, except where otherwise stated.

• All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ____________________  Date: ____________________
LETTER OF SUBMISSION

12 JANUARY 2012

Head of Program,
Bachelor of Business Administration (Hons) International Business,
Faculty of Business Management,
Universiti Teknologi MARA,
Melaka City Campus,
75300 MELAKA

Dear Sir,

Submission of Project Paper (BM 226)

Please find attached the submission of project paper title “A CASE STUDY ON RETAIL PERFORMANCE TOWARDS NON AVIATION REVENUE IN SENAI INTERNATIONAL AIRPORT” for evaluation as a partial requirement for the completion of the Industrial Training course assessment.

Thank You.

Yours sincerely,

NUR HIDAYAH BINTI MOHD SALLEH
2009449874
Bachelor of Business Administration (Hons) International Business
ABSTRACT

The significance of non-aviation revenues, much from retail outlets, has grown significantly. For many airports, non-aviation revenue has today become as important as traditional aviation revenue. The determinants of non aviation revenue and factors of non aviation performance will be explained in this study. The objective is to indentify the retail sales performance of the airport for the year 2010 and 2011, from January to June respectively. In this study, the relationship between passenger volume and average sales per passenger has been discovered.
TABLE OF CONTENTS

PAGES

Declaration of Original work i
Letter of Submission ii
Acknowledgement iii
Abstract iv
Table of Content v

CHAPTER 1 INTRODUCTION

1.0 Introduction 1
1.1 Background of the company 1
1.2 Issues 7
1.3 Objectives of the study 8
1.4 Research question 8
1.5 Conclusion 8

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction 9
2.1 Retail 9
2.2 Airport operation 10
2.3 Non aviation revenue 11
2.4 Determinants of non aviation revenues 12
2.5 Performance factors of non aviation revenues 15
2.6 Non aviation revenue of Malaysia Airport Berhad 21
2.7 Retail in Senai International Airport 22
2.8 Previous research/study 23
2.9 Conclusion 25