



**FACTORS OF INDIVIDUAL PREFERENCE TOWARDS ADULT CARE CENTRE: A
STUDY AT VADS COMPANY BERHAD**

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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

1. 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.
2. This project-paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

26 June 2015

The Head of Programme
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Enclosed here is the project paper entitled “**FACTORS OF INDIVIDUAL PREFERENCE TOWARDS ADULT CARE CENTER: A STUDY AT VADs COMPANY BERHAD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. I hope this report will achieve the objectives of this study.

Thank you.

Sincerely,

.....

NURRUL ADILA BINTI MD ZIN

.....

NORHAIDA BINTI MD KHALID

ABSTRACT

Previous research and study has shown that the research on the preferences of the elderly for various care arrangements is scarce, since most extant research is based on the actual use of services rather than the preferences of potential users. Thus, the goal of this study is to identify the factors of individual preference towards adult care center at VADs Company Berhad in Kuala Lumpur. The study also aims to examine the relationship between adult care center and individual preference which staff attitude and behavior, care activities and environment of care. To investigate the most influencing factor of individual preference which staff attitude and behavior, care activities and environment of care towards adult care center and to know the best individual preferences which environment care, staff attitude and behavior, and social care activities towards adult care center. A sample 120 of employee was drawn from VADs Company Berhad are distribute in order to gain the data and add depth to findings from the content analysis.

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