



**A CASE STUDY ON THE HIGH EMPLOYEE TURNOVER RATE OF MPH
BOOKSTORES AT MID VALLEY MEGAMALL**

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

OCTOBER 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Syarifah ‘Atikah Wafa binti Syed Mohd. Ghazali Wafa, (870425-14-5256)

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 the 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: _____

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LETTER OF SUBMISSION

OCTOBER 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management,
Universiti Teknologi MARA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE HIGH EMPLOYEE TURNOVER RATE OF MPH BOOKSTORES AT MID VALLEY MEGAMALL” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

SYARIFAH ‘ATIKAH Wafa Binti Syed Mohd. Ghazali Wafa

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Bachelor of Business Administration (Hons) Marketing

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Abstract

This case study is undertaken so as to identify what are the factors that influence high employee turnover rate of MPH Bookstores at Mid Valley Megamall branch. From the study undertaken, after gathering information from both primary and secondary data, the reasons for this issue to arise are because of employment of students and part-timers as staff and also because of better job offer by other companies and rivals.

Apart from that, it is also to have a better understanding regarding what are the practices the company has taken in order to prevent this issue and to come out with recommendations that can help the company to reduce the rate. Some of the practices taken are by rewarding staffs and also through Key Performance Indicators (KPI). From the factors and practices, analysis has been made and recommendations are made in hope that it can help the company to reduce its high employee turnover rate in future.

Keywords: Employee turnover rate

Paper type: Case Study