

*A PROJECT PAPER SUBMITTED  
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BACHELOR BUSINESS ADMINISTRATION  
(HONOURS) RETAIL MANAGEMENT*

*A STUDY ON CUSTOMER SATISFACTION  
AT MYDIN WHOLESALE EMPORIUM,  
JALAN MASJID INDIA*

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## **EXECUTIVE SUMMARY**

Retailing in Malaysia has been growing tremendously over the last few years. The competition among retailers are getting more fierce. The global marketplace continues to be very competitive. Businesses have been challenged to increase their levels of quality, convenience and improve their pricing strategies. One of the most important objectives in the marketplace today is providing total customer satisfaction.

Customer expressed their satisfaction based on their experiences and expectations. The subjectivity of customer satisfaction has created a challenged to businesses. In this study, it was determined that customers are satisfied when they are courteously treated, when the products sold are within their affordable budget, feels comfortable and save within the shopping environment as well as easily accessible to the location.

In the economic slowdown, customers are getting smarter in planning their purchasing. They will look for a better place to shop where the price is cheap regardless the quality of the products as compared to other competitors. To customers that perceived price as their top consideration, this had driven them to their satisfaction. Therefore, what we can say is that customers are satisfied when they get

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## 1.0 INTRODUCTION

Retailing in Malaysia nowadays would not be the same as before. Amid the economic growth that is being described as the Malaysian Miracle, retailing has been sustaining rapid development and indeed in many Asian countries the change and modernization is so staggeringly fast that is truly be described as a retail revolution. The retail sector is growing fast with many new retail outlets opening and many others are yet to be open soon.

With too many of some types of store and not enough of others, retailers are becoming more competitive that ever before. “ Store Wars “ is becoming a constant state in the retail industry. Retail stores are meeting this problem by using strategies such as catering to customers needs, increased used of computer technology and diversification of services and product line.

Retail is the business activity of selling goods and services to final consumers. A retailer is any business establishment that directs its marketing efforts toward the final consumer for the purpose of selling goods and services. Customer satisfaction is the ultimate objective of any retailers. To ensure customers are satisfied with the price, quality , convenient as well as the location is their goal.