

FACTORS AFFECTING DEMAND FOR
AYAMAS PRODUCTS
A CASE STUDY AT THE AYAMAS OUTLET IN KLANG

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ABSTRACT

The purpose of this study is to identify various factors affecting demand, to indicate whether the factors influencing the sales volume of Ayamas products particularly the Ayamas outlet in Klang and also to make recommendations to the management concerning the marketing strategies.

Questionnaires are used as the data-gathering tool. Given time and cost constraints, the questionnaire proves to be the most effective method.

In this study, convenience sampling is used. The sample size is 100 respondents, while the data collection period was done within five days at the Ayamas outlet in Klang. The entire respondents were the customers of Ayamas.

The results of this study were tabulated using computer programme, specifically, the MS Excel and the Statistical Package for the Social Sciences. The Package calculated analytical computations such as frequency table and cross-tabulations, which assisted in interpreting the results of this study.

The conclusion of this study is based on the outcome from findings and survey. Based on the findings, it was found that most of the respondents' responded positively to every question asked of them and the respondents' responses answered and met the research objectives.

There are some areas that Ayamas needs to improve on. Thus, in order to improve these areas even though only a few number, Ayamas should take a few corrective actions. There are a few recommendations that the researcher wants to recommend to Ayamas. Among of them are Ayamas should improve the products display, offering various food ways, improving the product's quality standard, modify the channel of advertising to become more effective and attractive, and provide and improve the efficient service provided by its staff.

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