



PROBLEM AND PROSPECT OF BUMIPUTRA
TENANT IN PLAZA ANGSAHA JOHOR BAHRU

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LETTER OF TRANSMITTAL

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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled **“Problem and Prospect of Bumiputra Tenant in Plaza Angsana, Johor Bahru”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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Thank you.

ABSTRACT

Primarily a shopping center development with attached or unified components either in part or in totality in the sectors of retail, office (commercial) developments, hospitality, leisure, entertainment, medical and residential.

Plaza Angsana is part and parcel of Tampoi new Township which is envisioned to be self contained business, commercial and residential center, therefore the study is designed to investigate on problem and prospect of Bumiputra tenant in Plaza Angsana. It is also will investigate and examine the main problem that faced by Bumiputra tenants. Other than that, the study also will identify the key success of certain Bumiputra tenant and Non Bumiputra tenant perform well in the business. The research hopefully can help Bumiputra tenant and provide some suggestion, action or ideas on the ways to solve the tenant problem.

For the purpose of the study, primary data and secondary data were obtained a survey by distributing questionnaires besides a personal interview and observations. The secondary data were gathered from the company reports on research, newspapers and internet. Meanwhile the data collected from the respondents was processed by using Statistical Package for Social Science (SPSS) technique.

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