



**“A STUDY ON MARKET POTENTIAL FOR  
GIANT PRIVATE BRAND”  
A CASE STUDY IN GIANT HYPERMARKET BANDAR  
KINRARA, PUCHONG SELANGOR**

**FADHILAH BINTI YUTIMAN  
2005368081**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS MELAKA**

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## LETTER OF SUBMISSION

NOVEMBER 05,2007

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti teknologi MARA  
78000 Alor Gajah  
Melaka

Dear Madam,

### **SUBMISSION OF RESEARCH REPORT**

Attached is the project paper titled ““A STUDY ON MARKET POTENTIAL FOR GIANT PRIVATE BRAND” A CASE STUDY IN GIANT HYPERMARKET BANDAR KINRARA, PUCHONG SELANGOR” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

.....  
FADHILAH BINTI YUTIMAN

2005368081

Bachelor of Business Administration with Honors (International Business)

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## 1. BACKGROUND OF THE STUDY

### 1.1 GCH RETAIL SDN BHD IN MALAYSIA

In Malaysia, the name Giant has become synonymous with everyday low prices, big variety and great value. This has been underscored by the Shoppers Trend Survey, which showed that Giant was perceived as the cheapest place, in Malaysia, to shop for everyday groceries.

Owned by GCH Retail Sdn Bhd, Giant is a 60-year old Malaysian brand built on its ability to deliver low prices everyday to consumers. It started by the Teng family as a simple grocery store in one of the suburbs of Kuala Lumpur in 1944. Its mission was to offer a wide variety of products at the lowest possible prices. As its reputation grew, so did its business.

GCH Retail Sdn Bhd, which acquired Giant in 1999, recognized that the key to Giant's success had been its ability to continuously offer value for money. This core principle had been retained even as it began transforming Giant into a national and international brand.

Today, after seven years of intensive efforts which included redesigning the stores, the introduction of the non-food products into the Giant hypermarkets, the implementation of international retail standards that includes safety, cleanliness, structured training and a vibrant shopping environment as well as centralized buying functions and improved operations, GCH Retail Sdn Bhd has made Giant the undisputed leader in Malaysia's retail sector.

GCH Retail Sdn Bhd currently operates a total of 220 stores, comprising Giant hypermarket and supermarkets, Guardian pharmacies and Cold