

**EXPECTATION AND PERCEPTION OF FRANCHISEE  
TOWARDS FRANCHISE BUSINESS IN MALAYSIA, 2007**

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Of the Requirement for the  
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(Hons) Marketing**

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**DECLARATION OF ORIGINAL WORK**



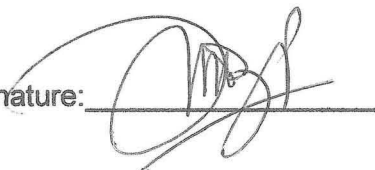
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I, Affaniza Bt Abu Karim (I/C Number: 840407-05-5110)

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

6 November 2007

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "EXPECTATION AND PERCEPTION OF FRANCHISEE TOWARDS FRANCHISE BUSINESS IN MALAYSIA, 2007" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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## ABSTRACT

Perbadanan Nasional Berhad (PNS) is the organization that provides their customers with service sector in financing. Their customers are Bumiputera Entrepreneur who is interested to involve in franchise business. Customers of PNS are including bumiputera franchisors and bumiputera franchisees. This research is done to study the franchisee expectation and perception towards franchise business in Malaysia. The objective of this study is to identify the expectation, perception and satisfaction of franchisee towards franchise business in Malaysia.

This research was carried out by distributing the questionnaire through email. The questionnaire was consisting of 3 section using simple random sampling samples. From the findings, the franchisees are dissatisfied with profit motive, monitoring and training. The franchisee expectation is higher than franchisee perception. Meanwhile, the remaining of the attributes which are research and development and standardize system meets franchisee satisfaction. The franchisee expectation and franchisee perception are same.

After conducted this research, the researcher also found that the differences between customer's expectations and customer's perceptions of profit motive, training and monitoring resulted of customer dissatisfaction. While differences between customer's expectations and customer's perceptions of research and development and standardize system resulted customers satisfaction.