

MARA INSTITUTE OF
TECHNOLOGY

RET 650
PROJECT PAPER

A Study on “Designing In-house Brand for
FOKUS Convenience Store”

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EXECUTIVE SUMMARY

FOKUS Convenience Store is one of FOKUS Banner Store, a new franchise store introduced by NRC DISTRIBUTION Sdn. Bhd. through its subsidiary NRC Consultancy Sdn. Bhd.

FOKUS Convenience Store didn't have its own brand. So this research is carried out to fulfil three objectives that are ; to find the importance of FOKUS to have an in-house brand, to know what product is suitable for the brand, and to determine the factors that will contribute to the success of the in-house brand.

From the research, it was found that FOKUS should have its own brand as one of the promotion tools and to create customer loyalty. The merchandise that is suitable for FOKUS in-house brand are foods and drinks, rice, and sugar and flour. It was also found that the factors that will contribute to the success of the brand are quality, merchandise category, and promotion.

As conclusion, the in-house brand of FOKUS is important as promotion tool in attracting customers. The reliability of the brand quality is important as a factor that contribute the brand's success.

NRC Consultancy Sdn. Bhd. is recommended to have proper promotion planning for the in-house brand program. Internet Service should be provided to promote the brand. The company is recommended to think about providing telephone and catalogs services program, and also home shopping network for their future promotion for the store and also the brand. Another promotion efforts suggested are to give customer giveaways featuring the store's in-house brand, shopping bag giveaways displaying the new brand, in-store and windows displays to dramatize the brand, and also promotions that features, side by side, the brand with a national brand item at higher price.

Further researches on effective promotion effort for in-house brand and the impact of Internet Service on FOKUS Convenience Store brand are suggested. Another researches suggested are comparison study on franchise store and independent store, and comparison study on promotion strategy of franchise store and independent store.

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