

**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITY TEKNOLOGI MARA**

**COMPARISON STUDY ON MANAGEMENT AND MARKETING
STRATEGIES
CASE STUDY: VILLAGE MALL AND CENTRAL SQUARE, SUNGAI PETANI,
KEDAH**

This dissertation is presented as part of the requirement for the awarding of Bachelor
(Hons) in Estate Management

**SITI MASLIANA BINTI ABD LATIP
2008387259
SEMESTER JULY 2010 – NOVEMBER 2010**


STUDENT'S DECLARATION

Academic Project Title:

COMPARISON STUDY ON MANAGEMENT AND MARKETING STRATEGIES
CASE STUDY: VILLAGE MALL AND CENTRAL SQUARE, SUNGAI PETANI,
KEDAH

I declare that this report is the result of my own research, unless otherwise indicated or
acknowledged as reference work.

In the event that my report is found to violate the conditions mentioned above, I
voluntarily waive the right of conferment of degree and agree to be subjected to the
disciplinary rules and regulations of Universiti Teknologi MARA.

Signature :  _____

Student's Name : Siti Masliana Binti Abd Latip

Date : 13 / 10 / 2010

ACKNOWLEDGEMENT

On the completion of this final year project, I thank Allah for giving me the strength and dignity to complete this project.

I would like to express my gratitude to my supervisor, Prof.Madya Sr Adibah Binti Othman for supervising me.

Thank you also to my beloved parents and siblings who have always given me support and encouragement in conducting my research.

I would like also to show my appreciation for all my friends and others who have encouraged and help me in completing this final year project.

My special thanks to all the staffs at Village Mall and Central Square, especially the Event and Operation Manager of Village Mall, Mr. S.Gopinath and to the Mr. Kim Heong Seng, the Marketing Manager of Central Square for giving me such valuable information.

ABSTRACT

Shopping mall management is a profession that had long existed for managing the whole operation of the shopping mall. The main purpose of the shopping mall management is to ensure that the customers of the mall including the tenant can enjoy the service provided optimally. In order to achieve that, the management not only has to provide the best services, but also manage the mall very well and maintain the best condition and always upgrade the atmosphere of the shopping mall to attract the people to come and enjoy while at the mall. As to make the mall successful, the marketing strategies should be the best for long term investment. So, this study focused on how both of the shopping malls carried out their marketing strategies in order to achieve high level of guest's satisfaction. This study was done by interviewing the Event and Operation Manager of Village Mall, Mr Gopinanth and Mr Kim Heong Seng, the Marketing Manager of Central Square shopping mall. The source of data and information has been gathered and collect from many sources such journal, articles, newspaper, opinions from qualified person and questionnaires. By the end of this project, it is hoped that it can clearly explain regarding the management and the marketing strategies of shopping malls.

TABLE OF CONTENT

LIST OF CONTENT	PAGE
-----------------	------

PAGE TITLE	i
STUDENT'S DECLARATION	ii
SUPERVISOR'S DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLE	ix
LIST OF FIGURE	ix

CHAPTER 1: INTRODUCTION

1.1 Introduction	1
1.2 Problem Statement	2
1.3 Objective of Study	3
1.4 Scope of Study	3
1.5 Significant of Study	3
1.6 Methodology	4
1.7 Arrangement of Chapters	5

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	8
2.2 Definition	
2.2.1 Definition of Shopping mall	9
2.2.2 Definition of Management	10