

FUTURE POTENTIAL OF PLAZA ANGSANA

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**Submitted in Partial Fulfilment
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Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
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FUTURE POTENTIAL OF PLAZA ANGSANA

A research paper submitted to Universiti Teknologi MARA in partial
fulfillment of the requirement for the:

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

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"DECLARATION OF ORIGINAL WORK"

I Julaiyha Binti Nasir, (I/C Number: 820710-01-6124)

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 the information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

10th March 2005

The Head of Program
Bachelor of Business Administration (Hons) International Business
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SELANGOR DARUL EHSAN

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "FUTURE POTENTIAL OF PLAZA ANGSAANA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You

Yours sincerely

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ABSTRACT

This study is highlighting the future potential of Plaza Angsana. Plaza Angsana is one of the shopping complex in Johor Bahru that offer a variety of the products and services. Besides that, Plaza Angsana is located at the strategic placed that is closed to Johor Bahru city center. Due to this Plaza Angsana become as a preference for the visitors to shopping especially from the Johorean and Singaporean people. This study has clarified four main objectives as guides, which are to identify the factors that can help to increase the number of the visitors at Plaza Angsana. Secondly, to identify the visitors satisfaction level of Plaza Angsana. Thirdly, to identify the services quality that provided by Plaza Angsana. Lastly, to identify the potential of Plaza Angsana to expand the business.

For the purpose of the study a set of the 100 questionnaires was distributed to the respondents that are among the visitors of Plaza Angsana. These studies have been used primary and secondary data. Besides that, this study also used the frequencies table, cross tabulation table and chi-square tested during the finding and analyzes data that have been gathered. The result of this study represents an effort of Plaza