



**FACULTY OF BUSINESS AND MANAGEMENT  
INSTITUT TEKNOLOGI MARA  
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**RET 650  
PROJECT PAPER**

**A STUDY ON  
QUICK SERVE RESTAURANT (QSR) IN PETRONAS MESRA CONVENIENCE  
STORE AND ITS ACCEPTANCE BY MALAYSIAN CONSUMERS IN REGARDS TO  
THEIR LIFESTYLE – FAST FOOD PREFERENCES.**

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## 1.0 INTRODUCTION

The Malaysia petroleum industry had been overwhelming exposed to the fast growing of convenience store business. In a competitive market, retailers (that including petrol station operator) do not have any choice but to follow the growth of the market and must be always sensitive to the consumers' needs and tastes. Besides, consumers are looking for the highly satisfaction of buying. Retailers also have to be sensitive enough to the changing of taste and preferences of buying by consumers. People are looking for the most convenient, reasonable and reliable products and services. For that purpose, service station has to provide merchandises and complete convenience store operation that includes product ranging from lubricant to groceries goods to meet the customers requirement for all time.

As the convenience store business is concerned, the growth of the business especially in western countries, it had started since approximately ten years ago. Petroleum companies are now switching their service station into a customer convenience

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