UNIVERSITI TEKNOLOGI MARA

MAPPING FAST FOOD COMPETITORS

AHMAD IMRAN BIN OSLAN

Dissertation submitted in partial fulfilment

of the requirements for the degree of

Bachelor of Surveying Science and Geomatics (Honours)

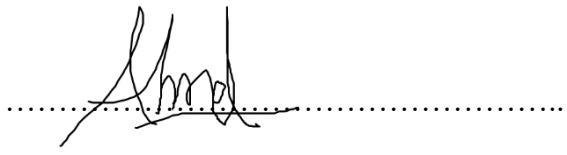
Faculty of Architecture, Planning and Surveying

August 2020

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Ahmad Imran bin Oslan
Student I.D. No.	:	2016490524
Programme	:	Bachelor of Surveying Science and Geomatics (HONOURS) – AP220
Faculty	:	Faculty of Architecture, Planning and Surveying
Thesis	:	Mapping Fast Food Competitors
Signature of Student	:	
Date	:	2020

ABSTRACT

In recent years the creation of maps have advance along with the help of new developed software and technology that is able to collect spatial information from the comfort of their home. These technologies have created new path to creating different types of maps with details that varies according to their user's needs. Custom maps are high in demands among the marketing franchise as they help them to acquire spatial information and assist them in gathering knowledge to make the most suitable decision to place an establishment in the perfect location. From analysing a map they can acquire spatial information that would help them locate the location that would help them thrive and outwit the other competitors. Many factors would affect the positioning of their establishment. This study will help them as the objectives of the study are to create a map of fast food establishment in Kota Bharu and to determine the factors that is involved in the placement of a fast food establishment.

TABLE OF CONTENTS

CONFIRMATION BY PANEL OF EXAMINERS i

AUTHOR'S DECLARATION ii

ABSTRACT iii

ACKNOWLEDGEMENT iv

TABLE OF CONTENTS v

TABLE OF FIGURES vii

CHAPTER ONE INTRODUCTION 1

1.1 Research Background 1

1.2 Problem Statement 2

1.3 Aim and Objectives 3

1.4 Research Questions 3

1.5 Significance of Study 4

1.6 Scope and limitations 4

CHAPTER TWO LITERATURE REVIEW 5

2.1 Introduction 5

2.2 Entrepreneurship 5

2.3 History of Cartography 7

2.4 Interview 7

2.5 Custom Maps 8

2.6 Fast Foods 9

2.7 Marketing Location 11

2.8 Fast Food Establishments Clustering Around High Populated Areas 13

CHAPTER THREE RESEARCH METHODOLOGY 15

3.1 Introduction 15

3.2 Data Collection 17

3.3 Data Processing 19

3.3 Study Area 24

3.4 Software Used 25

CHAPTER FOUR RESULT AND DISCUSSION 27

4.1 Introduction 27

4.2 Coordinates of Fast Food Competitors throughout Kota Bharu 28

4.3 The Exact Area Covered by the Map of Kota Bharu Created 29

4.4 The Created Map with Locations of Fast Food Restaurants 30

4.5 Acceptance Testing 31

4.6 Analysis on the Factors Involve in the Placement of Fast Food Establishments. 35

CHAPTER FIVE CONCLUSION AND RECOMENDATION 41

5.1 Introduction 41

5.2 Conclusion 41

5.3 Suggestions and Recommendation 42

REFERENCE 43

APPENDIX 46