

**POSITIONING AND EVALUATION...COMPARING  
MY KAMPONG • COM AND WYNE KIOSKS  
FROM CUSTOMERS PERSPECTIVE**

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## **DECLARATION OF ORIGINAL WORK**

This project paper is my original work and it is submitted to fulfill the partial requirement of Bachelor In Business Administration (Hons) Marketing Program, School of Business and Management, Universiti Teknologi Mara, Samarahan Campus.

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## LETTER OF SUBMISSIONS

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Dear Sir,

### **PROJECT PAPER - BBA (HONS) MARKETING**

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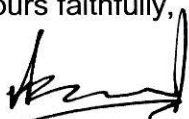
Enclosed herewith a Project Paper entitled "Positioning and Evaluation...comparing My Kampong • Com and Wyne kiosks from customers perspective" for your kind perusal.

This report attempts to study on the perceptions of the customers on the positioning strategy of the food stall operator i.e My Kampong • Com and Wyne kiosk at Kuching Waterfront base on their process and product attributes and provide recommendation

Hopefully, with the submission of this project paper, it will enable me to meet the requirement and expectation for the Bachelor of Business Administration program. I would also express my heartfelt gratitude, thanks and appreciation for your invaluable advise, guidance and support extended to me in completing this project paper.

Thank you

Yours faithfully,



**Abdul Wahid Bin Amit**  
**Student Card Matrix No.99319915**

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## **ABSTRACT**

The study mainly captures on the positioning strategy of My Kampong • Com and Wyne kiosks at Kuching Waterfront based on their process and products attributes whereby the customers has to make perception and evaluation by comparing the attributes of both kiosks. At same time appropriate suggestion and recommendation are given to improve the present positioning strategy based on the attributes.

My Kampong • Com and Wyne kiosks customers generally have a perception on the kiosks positioning base on the product and process attributes, and it is important for the operators in establishing and maintaining their distinctive place in the market. Therefore, an innovative positioning is important in order to be effective.

The data and information were collected via primary data and secondary data. About 56 questionnaires were distributed to the customers. However, only 42 questionnaires has been responded by the customers.

The overall findings indicated that the existing process attributes that are; ( i ) On the waiting time and speed of completing transaction are longer for Wyne kiosks due to short of waiters, lack of training and supervision and therefore proper training were important. (ii) In term of employees interaction with customers for both kiosk were weak and it is important training and supervision to be given to

## **Chapter 1: Introduction**

The topic of interest mainly captures on the positioning strategy of food service outlets in Kuching City whereby it focus on the components of the process and product attributes and how does positioning strategy through the process and product attributes could benefits the food service outlets business.

Food service industry is fast growing and ever changing. Many factors affect its growth and status, including socio-economic conditions, demographic shifts, and the changing food habits and desires of the Malaysian people. Being alert to these changes will help food service operators adapt their operations to meet the demands of the times.

Food service ranked number one among retail employers and it's directly employs more than 9 million peoples. This number is expected to reach 12.4 million by 2005. Foodservice expenditures account for 42 percent of every food dollar. Foodservice is the largest employer of ethnic groups, minorities, women, workers with disabilities, and entry-level workers.

Today the food service industry is defined in its broadest sense to mean all establishments where food is regularly served outside the home. Such establishments include formal restaurants, hotel or motel and department store dining rooms, coffee shops, fast-food restaurants and food stall outlets.

Over the past years, there are many types of food stall outlets have been developed to overcome the increase of eating outside trend in Malaysia. The growth was driven by higher consumer spending amidst of rising disposable income, higher tourist arrivals and trade related activities.