

FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM, SELANGOR

A STUDY ON FRANCHISING SYSTEM
AT PUMA SHOP SHAH ALAM

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EXECUTIVE SUMMARY

Nowadays, business sector has becoming an ever growing sector in Malaysia. Franchise businesses which have a good future prospects since it is much easier to operate the franchise businesses as compared to other types of businesses.

Franchising can be defined as a contractual arrangement between a franchisor and retail franchisee, which allows the franchisee to conduct a given form of business under an established name and according to a given pattern of business. The growth of the franchising can be seen clearly where many of the well known companies are operating using franchise system like Avon, Kentucky Fried Chicken, EON dealers and PUMA itself.

This study will look into how the franchisor and franchisee work together in achieving their goals and also to determine customers' perception towards the shop because perception is very subjective whereas customer as an individual tends to interpret something according to their existing belief, attitude and general disposition.

The study also is to find out what are some of the problems occurred between the franchisee and franchisor that will affect the relationship of both parties and identify the ways on how to solve it.

EXECUTIVE SUMMARY

The information will be gathered through questionnaire and interview. From there, the results will be obtained and from the results, analysis will be made. From the analysis done, some recommendations will be suggested to improve or solve the problems and dissatisfaction. The recommendations will be supported by the statistical data and information obtained from the questionnaire, interview and observation