

UNIVERSITI TEKNOLOGI MARA

**THE LOCATION OF A PUBLIC MARKET IN SERI
ISKANDAR, PERAK.**

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DIPLOMA IN TOWN & REGIONAL PLANNING
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AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper 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 project paper 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

The importance of the public market is one of the basic needs of a residents. The selection of a public market location requires a good study to achieve a strategic location selection. This is a study on the absence of a public market in Seri Iskandar, Perak Darul Ridzuan due to complaints and demands from the residents who need public market facilities. I chose to study this problem and identify the most effective locations to develop the public market as well as some suggestions to overcome the problem of the existing public market location being too far away to the residents of Seri Iskandar. This project paper has the purpose, objectives, methods, and scope of the study that can develop a more comprehensive strategy to provide attractive public market placement and meet the needs of the residents. To achieve the purpose of this research, observations were made, and all necessary data collections were collected and compiled. Then, a process of analysis and discovery is done because of the data on why this problem occurs and some suggestions to solve this problem. The results show that the proposed location is the best alternative in the study area by considering geographical factors such as location suitability, distance, accessibility, and other factors in the site area. Has become an urban community that has realized the serious need for the selection of appropriate public market locations. This paper will help elucidate appropriate public market placement theories that create a deeper understanding of strategic public market locations. The results of this paper will provide the use of systematic classification to provide general market locations. It is also useful to get results from the perfect location when planning the construction of a public market in Seri Iskandar, Perak.

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