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**GCH RETAIL (M) SDN BHD**  
**(Kulai IOI Mall Giant Hypermarket)**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME** : HEALTH SCIENCE FACULTY & HS243  
**SEMESTER** : 7  
**PROJECT TITLE** : Kulai IOI Mall Giant Hypermarket  
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## **ACKNOWLEDGEMENT**

We are really grateful because we managed to complete our assignment in Technology Entrepreneurship ( case study ) within the time given by our lecturer Pn Zanariah Binti Zainal Abidin. This assignment cannot be completed without the effort and co-operation from our group members, Group members' Mohd Hafiz Bin Hanafi, Ili Zawani Bt Kamari and Bazila Bt Abbas. We also sincerely thank our lecturer of ENT600, Pn Zanariah Binti Zainal Abidin for the guidance and encouragement in finishing this assignment and also for teaching us in this course. Last but not least, we would like to express our gratitude to our colleagues and Mr. Chandraseharan (Giant Hypermarket Kulai's Assistant Manager) for the information and willingness to spend such particular times with us to fulfill this assignment accordingly.

## EXECUTIVE SUMMARY

GCH Retail (M) Sdn Bhd was the leading grocery retailer in Malaysia in 2016 with a 9% value share. Place that been selected on conducting this case study is IOI Mall Kulai Giant Hypermarket which is located at Kulai District in Johor State. As increasing numbers of new grocery retailers brands entered Malaysia in 2016, consumers became more discerning and particular about cost-effective retailers and products.

In this case study, information been gather by meeting and interviewing both the employee and employer in the workplace and also some of the consumer.

Information that gather been inserted in SWOT Analysis and Consumer Trends Canvas(CTC) as a methodology to analyze and to propose necessary plan on every problem due to short and long term beneficial solution.

Most of the problem that arise from the customer is that certain price of the product (milk,powder,vegetables,fruits) that shows is not identical with the price that been payed, and also about the lineup in the paying counter so time consuming.

When refer to the employer and employee, most of the problem are highly turnover rate employee especially in operating department (fresh market, dry market). Latest technology lead to online shopping such as tesco online and happyfresh.

The future solution that been recommended are by enhancing on technological equipment usage such as Digital Price Apps or Electronic Shelf Labelling. By appointed adequate staff for IT Specialist position is such a good move to take care all the technological appliances that been show by the company.

## 1. INTRODUCTION

### 1.1 Background Of The Study

- Customer service department indicated increasing of complaint from customer due to wrong labelling of pricing of certain product.
- Management department also detected various of problem in maintaining to satisfied customer needs.
- To tackle the issues from customer point of views.

### 1.2 Problem Statement

- Most of problem occurs when customer satisfaction can not been achieved when shop in Giant retail store such as pricing problem, lousy customer services counter, inadequate quality product and etc.

### 1.3 Purpose Of The Study

- To study due to unwanted problem weighted by the customer.
- To make the suitable improvement each of the problem that occurs in the company.

## 2. COMPANY INFORMATION

### 2.1 Background

Giant store brand was established by Teng's Family as a simple grocery supermarket of Sentul, Kuala Lumpur in 1944. In 1960s, Giant opened a retail shop in Lorong Kurau, Bangsar. Teng's Minimarket headquarter was established at Bangsar in Kuala Lumpur in 1974. The first Giant supermarket is opened at Kelana Jaya. Dairy Farm Group of Hong Kong acquired Giant in 1998 through GCH Retail (M) Sdn Bhd when it entered the Malaysian market. GCH is the subsidiaries of Hong Kong-based Dairy Farm International Holdings Ltd and claims the nearby operations of Giant, Cold Storage, Guardian and 7eleven. Dairy Farm obtained 90% of Giant Group in Malaysia.