

UNIVERSITI TEKNOLOGI MARA

**VISUAL MERCHANDISING
ASPECTS IN CERAMIC
TABLEWARE STORE**

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(Dean)

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 dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

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

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ABSTRACT

In today's worldwide commercial climate, a visual merchandising promotion plan is critical for increasing profit margins through enhanced sales and staffing. It may also be used as a tool or equipment to grab the attention of customers. However, incorrect kind and bad layout of visual merchandising in ceramic tableware shop might impact consumer satisfaction with visual merchandising within the retail. The purpose of this research is to evaluate the visual merchandising aspects in a flagship shop. Because of the growing interest in ceramic tableware stores, this research will concentrate on them. It has also been found that visual merchandising has been a key problem in terms of display design, colors, and lighting, which might have an influence on users and the product itself. This research is based on data obtained from the on-site observation, semi structured interview were conducted with 5 people and questionnaire that has been distributed to the selected case study. The data was used to examine the visual merchandising approach at a ceramic tableware business. The results showed that the majority of respondents felt that the ceramic tableware store needed to enhance the store itself in order to improve the initial impression. It is hoped that the study would be useful to interior designers in improving ceramic tableware design, particularly for ceramic tableware stores.

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TABLE OF CONTENT

	Page
AUTHOR’S DECLARATION	II
ABSTRACT	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V
LIST OF TABLES	IX
LIST OF FIGURES	XI

CHAPTER ONE: INTRODUCTION	Page
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Statement	2
1.4 Research Aim, Research Objectives and Research Questions	3
1.4.1 Research Aim	3
1.4.2 Research Objectives	3
1.4.3 Research Questions	3
1.5 Research Methodology	4
1.5.1 On-site Observation	4
1.5.2 Interview	5
1.5.3 Questionnaire	5
1.6 Research Scope of Study	5
1.7 Significance of Study	6

CHAPTER TWO: LITERATURE REVIEW	Page
2.1 Retail Store	7
2.1.1 Definition of Retail Store	7
2.1.2 Retail Supply Chain	7
2.1.3 Types of Retail Store	8
2.1.3.1 Department Stores	8
2.1.3.2 Discount Retailer	9