

**A STUDY ON MEASURING THE POTENTIAL  
OF BATU BERENDAM AS A NEW LOCATION  
FOR BOOKER BRANCH IN MELAKA**

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**LETTER OF TRANSMITTAL**

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Madam

**SUBMISSION OF PROJECT PAPER MKT 650**

For the above matter, I would like to submit this project paper entitles "A Study on Measuring the Potential of Batu Berendam as A New Location for Booker Branch in Melaka".

I do hope this project paper will meet the course requirements as well as your expectation.

Thank you.

Yours faithfully



**MASDALIPAH BT. MAHMOOD**

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## ***ABSTRACT***

As Malaysia moves towards its goal of a fully industrialised status within the ‘Wawasan 2020’ programme, the trend of increasing urbanisation combined with increasing disposable incomes has attracted many large supermarket retailers and hypermarkets into the country. This has inevitably had an impact on traditional retailers who will suffer a decline in their market.

The independent small retailer now faces a major challenge for survival with the appearance of hypermarkets and international supermarket chains. As the small and scattered provision and coffee shops see their trading moving away, they are left with one option – modern or become extinct.

Booker aims to provide assistance to small retailers and help them get back on their feet and compete with the supermarkets and hypermarkets<sup>1</sup>. However, Booker still faces some problems to expand their business because many of the small retailers lack confidence in this company. This is because the traditional retailers still depend on their traditional suppliers to supply goods to them. Furthermore, the limited number of outlets of Booker in Malaysia makes it more difficult for the retailers to get their supply especially for those who comes from outside Johor.

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<sup>1</sup> Please refer to Appendix 1

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