



AN EMPIRICAL INVESTIGATION INTO THE CRITICAL SUCCESS
FACTORS OF PLAZA ANGSANA IN JOHOR BAHRU

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ABSTRACT

Primarily , a shopping complex development with attached in the sectors of retail , office (commercial) developments , hospitality , leisure , entertainment , medical and residential. Shopping complexes are follow a specific theme , which incorporate a theme park or a public leisure facility. The key features of shopping Johor Bahru city is a shopping haven , for its variety and choice of a large number of shopping malls available. With attractive pricing will benefit to the consumer and Johor be a shopping haven because of the economies of scale.

Plaza Angsana can be define as the catalyst of Tampoi Urban Centre one stop mega shopping center of contemporary design and concept to fulfilling the needs of lifestyles of the future. Plaza Angsana also is the only shopping center with vast residential area in the western co – urban Johor Bahru without comparison.

Plaza Angsana was managed by UDA ANGSANA SDN.BHD (UASB) located at L1 33A , Bangunan Plaza Angsana , Pusat Bandar Tampoi , 81200 Johor Bahru , Johor. To make different with other shopping complex , UASB was organized Plaza Angsana by dividing the level into sections. Selection of tenant base and Business trade mix according to the theme.

This research is designed to study on ‘ **An empirical investigation into the critical success factors of Plaza Angsana in Johor Bahru** ’. It will also illuminate the effective activities done by Plaza Angsana in order to compete with others shopping complex in Johor Bahru , and this make the competition more

complex. The objective of this research is to investigate the key factors that contribute to the success of Plaza Angsana.

This research hopefully can help the organization to improve their strategies and provide some information and recommendations after analyze all the data gathered from the respondents through the questionnaires.