

UNIVERSITI TEKNOLOGI MARA

**DEMAND ON DINING TABLE IN COURTS MAMMOTH
TEMERLOH**

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ABSTRACT

In this study, Courts Mammoth Temerloh branch is selected as a place to do the observation of demand on dining table sales using the questionnaire method and analyze with SPSS software. The questionnaires were constructing according to the needed of the research. It include the type of dining table, price range, capacity of the chair and also color. The observation is made daily and all data is cited which ongoing for about a month. Data from previous sales also been recorded to compared sales from month to month to see the buying behavior pattern of the people there. Sales data from the month of August which have Hari Raya Fest until the end of the year of 2010 is evaluate to determine the most demanding dining table. By using SPSS analysis and questionnaire survey evaluating it is confirm that Easton has the most dining table been sold, then, followed by Cheval and Atika. Using Courts Credit max as the payment method, most of the customers do buy other products besides the dining table. Monday, Wednesday and Saturday is chosen by the customer to come to Courts Mammoth and buy the products. Customers tend to buy dining table during the Hari Raya festivals, compared to other months.

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