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MARA INSTITUTE OF TECHNOLOGY SHAH ALAM



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A STUDY ON STORE IMAGE OF FOKUS STORE PANTAI DALAM

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EXECUTIVE SUMMARY

This research paper is about "***A STUDY ON STORE IMAGE OF FOKUS STORE PANTAI DALAM.***"

The overview of the FOKUS Store and background of company were presented in Chapter 1. This chapter also included background of the study, background of the FOKUS Store, problem statement in conducting this research, objectives of study, scope of study and the limitations of the study. Among the objectives of the study, various problems in FOKUS image were identified .

Literature review for this study could be found in Chapter 2. The contents covered about store image, customer perception and how to create and maintain a retail store image.

The method used in this study are primary and secondary data collection. The primary data is through questionnaires while secondary data involved internal and external data collections. In this study, 50 questionnaires were distributed among the respondents based on the list of customers. All this can be found at Chapter 3.

Findings and analysis of this study were discussed in Chapter 4. The finding was done based on the information, which were gathered from questionnaires that

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