



A STUDY ON CRITICAL SUCCESS FACTORS FOR MALAY
RESTAURANTS IN WEST COAST OF SABAH

PROJECT PAPER
MKT 660

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EXECUTIVE SUMMARY

The aim of this survey is to find out the critical success factors of Malay restaurants in the four districts of West Coast of Sabah (namely Kota Kinabalu, Tuaran, Penampang and Papar). There are many Malay restaurants in these districts that found to be very successful and their names have become household names among the customers of all races.

The study revealed that there are several important keys to successful niche marketing in Malay restaurant. The first key is unsurpassed quality of the food. This means that the restaurant operators must emphasis freshness of the raw materials or products that to be prepared, hence the foods are tastier than the competitors'. The second key is consistency. A manager of one of the most successful Malay restaurant in Kota Kinabalu said the taste of the food must be consistent. He considers consistency is one of the high-stress points of his business. If the taste of the food not consistent, it reflects badly on the business. The third key is customer service. If the restaurant is going to build its name and reputation, it is important that the business should maintain good customer