

A STUDY ON CUSTOMER'S PERCEPTION  
OF CHILDREN DEPARTMENT  
IN METROJAYA BUKIT BINTANG  
KUALA LUMPUR

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## **EXECUTIVE SUMMARY**

At the heart of the Metrojaya name lies a commitment to continuously offer high quality merchandise that meets the demands of Malaysia's increasingly sophisticated consumers. This promise is clearly reflected in the Mission Statement to provide the best merchandise, sales and service experience for MJ's customers, creating "A World of Difference" in the distinctive quality of goods and services it offers.<sup>1</sup>

Due to this Mission Statement, the Children Department of MJ BBP is also trying to improve its service and goods' selections. Situated at fourth floor of MJ BBP served a wide range of children's wear, toys, accessories, cards as well as gifts. This department is divided into four sections such as Basics, Toddlers, Boys and Girls. For each section there is a supervisor who will handle the merchandise.

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<sup>1</sup> Metrojaya Berhad Annual Report 1995.