

**A STUDY ON
CUSTOMERS PERCEPTION TOWARDS
THE MERCHANDISE OFFER
AT ORCHARD SQUARE SHAH ALAM**

**A THESIS SUBMITTED FOR
THE BACHELOR IN BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)**

**AZLINA BT ABDUL HAMID
95796884**

**SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM
SELANGOR**

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ABSTRACT

The purpose of the research is to get an opinion and views from the customers of Orchard Square Shah Alam whether they satisfied or not with the current merchandise being offered at the store. Instead of determining the customers perception, it also hoping that they will contribute some ideas and opinion towards improving the merchandise offer. It is important to maintain and improve the merchandise since it has major influence on customers to come to the store as well as making decision to buy. One more thing, a good merchandise offer may develop the customers satisfaction.

The results of the survey showed that, majorities of the respondents were dissatisfied with the current merchandise being offered at the store. The dissatisfaction comes from both the varieties as well as the assortment of the merchandise. Most of them were always faced the experiences of understocking at Orchard Square Shah Alam, and these has been create a poor image on their minds.

From the result of the survey, it can be concluded and recommended that the customers want Orchard Square Shah Alam to improve their merchandise offer in terms of its varieties, color, brand, size, style, and quality. It is important to be noted by the management in order to build a good relationship with the customers as well as meeting the customers needs and wants. The satisfaction of the customers may create a good perception and image of the organization.

BACKGROUND OF COMPANY

Company Profile

Orchard Square Shah Alam is located at Section 9, Shah Alam. It is the forth and the latest branch after Klang, Melaka, and Ampang branch. Orchard Square Shah Alam has been officially opened on the 26th August 1996 and launched by Tan Sri Ani Arope on the day of the opening. The headquarters, which was being located at Klang branch, has been recently changed to Orchard Square Shah Alam on the day of the opening.

Orchard Square has been running their retail business for almost 5 years. Actually, it is a family business owned by a family of Yeap. The Managing Director is Mr. Yeap Khiam Chuan and followed by Madam Lee Yock Hiong as a Group Corporate Manager.

Orchard Square Shah Alam comprises approximately 80,000 square feet of the selling floor and the tenants. Recently, Orchard Square Shah Alam has 80 tenants. They are managed by the Orchard Square Properties Sdn Bhd (OSPROP) which is lead by the Complex Manager, Mr Hendry Chelvanathan. Meanwhile, the selling floor is kindly operated by Orchard Square Shah Alam Sdn Bhd.

Recently, Orchard Square Shah Alam is hiring 80 staffs at the selling floor together with the managers and the floor executives. The headquarter has 30 staffs responsible for managing all accounts and payrolls, merchandising, and administrations. OSPROP Sdn