



**THE DEVELOPMENT OF FRANCHISE FAST FOOD  
RESTAURANT IN MALAYSIA : THE VIEWS OF  
CONSUMER ON KUCHING MARKET**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS ( MARKETING )  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
KOTA SAMARAHAN SARAWAK.**

**APRIL 2007**

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**SPREE BIN AWG. MORSHIDI**

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**Submitted in Partial Fulfillment of the requirement for the  
Bachelor of Business Administration ( Honours )  
Marketing.**

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HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
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KOTA SAMARAHAN**

**APRIL 2007**

**DECLARATION AND COPYRIGHT**



**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY SARAWAK**

**“DECLARATION OF ORIGINAL WORK”**

I, Spree Bin Awang Morshidi, (I/C number : 620121-13-5831)

Hereby, declare that,

- \* This work has not previously been accepted in substance for any degree locally or overseas, and not being concurrently submitted for this degree or any other degrees;
- \* This project paper is the result of my independent work and investigation except where otherwise stated; and
- \* All verbatim extracts have been distinguished by quotation marks and resources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_



Date: 20.4.2007

## LETTER OF SUBMISSION

20 April 2007

Head of Program

Bachelor of Business Administration ( Hons ) Marketing

Faculty of Business Management

MARA University of Technology

94300 Kota Samarahan

Sarawak..

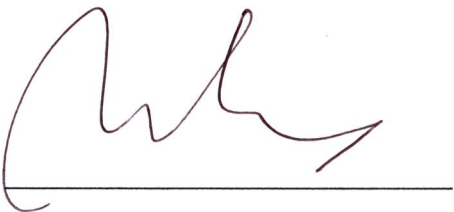
Dear Sir,

### **SUBMISSION OF PROJECT PAPER ( MKT 660 )**

Attached herewith, is the project paper entitled “ **THE DEVELOPMENT OF FRANCHISE FAST FOOD RESTAURANT IN MALAYSIA: THE VIEWS OF CONSUMER ON KUCHING MARKET** ” to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank You.

Yours Sincerely,



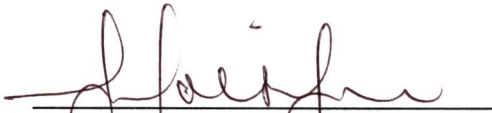
**SPREE BIN AWANG MORSHIDI**

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## **APPROVAL PAGE**

The project paper entitled “**THE DEVELOPMENT OF FRANCHISE FAST FOOD RESTAURANT IN MALAYSIA : THE VIEWS OF CONSUMER ON KUCHING MARKET**” prepared and completed by Spree Bin Awang Morshidi and submitted to the Faculty of Business Management, Mara University of Technology Sarawak as a partial requirement to fulfill the Bachelor of Business Administration (Honours) Marketing Programme.

A handwritten signature in dark ink, appearing to read 'Sulaiman B. Naim', is written over a horizontal line.

**ABG. SULAIMAN B. ABG. NAIM**

Project Paper Advisor

20 April 2007