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THE EFFECTIVENESS OF THE
NEW MODERN MARKET
AT GOMBAK

DISSERTATION-- ARC 302

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INSTITUT TEKNOLOGI MARA
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DEDICATED

To,

my loving Mom and Dad



AHMAD SHUKRI BIN YUSOF

Ahmad Shukri

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A dissertation submitted by

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PREFACE

The primary aim of this study of THE EFFECTIVENESS OF THE NEW MODERN MARKET is to set guidelines for those who are particularly involved in the designing of such similar market elsewhere.

At the same time, however, this report may be useful for the public to discover the importance of their role and involvement in the designing process of this market.

After conducting interviews with the residents at the market, I presumed that the market is a failure. There is a lack of response to visit the market from the community despite the market is properly planned with adequate facilities.

However, the scope of this study will only include the study of human behavior and reaction towards this market existence.

Throughout, this report will acknowledge readers the importance of feasibility studies and also market surveys.

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INTRODUCTION

The existence of Modern Market at Gombak was due to the relocation of hawkers at the old Central Market in Kuala Lumpur. The old Central Market was not capable to cope the influx of commuters from all over the neighbouring areas such as Petaling Jaya, Damansara, Keramat, Setapak and also Ampang. Dewan Bandaraya Kuala Lumpur, as the responsible owner decided to relocate the hawkers to various areas.

According to Berita Harian dated 27th February 1985, three Modern Market would be opened in May 1985 which cost around 30 million Ringgit altogether. All the three Modern Markets which were four-storey high, were located at Gombak, Cheras and Taman Tun Dr. Ismail.

Urban Renewal Authorities which acted as the developer described the market existence would enable the residents around the city to do their marketing chores without difficulty since all the necessary facilities were provided.

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SYNOPSIS

SYNOPSIS OF DISSERTATION

THE EFFECTIVENESS OF
THE NEW MODERN MARKET
AT 5.8km GOMBAK

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1.0 INTENTION OF STUDY

1.1 To investigate and gather informations of the effectiveness of the New Modern Market at 5.8km Gombak.

1.2 This report may be useful as design guidelines for Dewan Bandaraya to build similar market elsewhere.

1.3 This report will particularly involve the study in human behaviour and market planning.

2.0 STATEMENT OF PROBLEM

2.1 There is a lack of response to visit the market from the community despite the market is properly planned with adequate facilities and is located within the residential area.

3.0 IMPORTANCE OF STUDY

3.1 The public can read and refer to this report on how the new market can effect their daily marketing habit.

3.2 The designer and the authorities can make reference as guidelines for future successful design of similar market elsewhere.

3.3 The public will be aware of such study which will involve them in the design process.

4.0 SCOPE / LIMITATION OF STUDY

4.1 The area is at Gombak which is 5.8km from Kuala Lumpur. The area of study will cover approximately one to two square kilometre radius around the market.

4.2 I will only investigate and raise the problems about the feasibility of the Market.

4.3 The scope will include the study of human behaviour in response to the existence of the market.

5.0 HYPOTHESIS

5.1 The reason of failure of the New Modern Market is due to the society way of life, whereas the New Modern Market has totally a new concept of marketing habit.

5.2 *If the new concept is to be implemented the authority concerned should accommodate the existing marketing habit into the new concept and close all the outlets for existing habit.*

6.0 METHODOLOGY :

6.1 *Public interviews.*

Whom? They are the community living around the Market and I will categorize the High, Medium and Low Income according to their income scale.

How? Questionnaires will be set and I will personally interview them.

6.2 *Personal observation.*

How? I will observe and study the environment and how people react towards the Market.

When? The most appropriate time will be in the morning.

6.3 *I will look into the newspaper index regarding this Modern Market. I will also refer to magazines, journals and books from the library.*

6.4 *Appointments*

I will arrange meetings with Dewan Bandaraya officials and also with Urban Renewal Development officials in order to collect available or relevant issues of this study.

C O N T E N T S

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PART (1)

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RESEARCH AND SURVEY

The research study starts with a hypothesis that makes a prediction about the failure of the Modern Market at Gombak that can be proved or disapproved. This statement is based on certain facts which are as follows:

One of the main reason is that the neighbouring residents are not prepared to accept the new style of marketing habit. They are fond with the crowd type of market such as Chow Kit Market.

Secondly, there are too many outlets for the residents at Gombak to get their daily fresh supplies. The alternative outlets for the residents to get their supplies are from Night Market, Mini Market, Supermarket, and also nearby market such as Selayang Market.

Thirdly, there are easy means of transportations to reach the neighbouring markets outside Gombak. Furthermore the passenger buses are bypassing Chow Kit Road and this will actually encourage those people living at Gombak to visit Chow Kit Market more often.

My final reason is that there are insufficient selection of items to be chosen and yet there are many stalls being provided to be occupied.

To test the hypothesis, 65 copies of the Questionnaires are set. These Questionnaires are scrutinised by my tutor in-charge and a sample of 65 people are mentioned and determined.

They are as follows:-

- 1) High Income Group with an estimated gross income of \$2001 and above.
- 2) Medium Income Group with an estimated gross income of \$701 to \$2000.
- 3) Low Income Group with an estimated gross income of \$701 and below.
- 4) Unemployed Group with no income.

20 copies of questionnaires are set for each group except 5 copies only for the unemployment group. A sample of questionnaires is enclosed in the Appendix.

The place which are selected for survey are as follows:-

- 1. Taman Setapak*
- 2. Taman Ibukota*
- 3. Kampung Sungai Mulia*
- 4. Kampung Cerdas*
- 5. Gombak Setia*
- 6. Taman Harmonis*
- 7. Taman Kamariah*

Generally all the questions were answered and seventy percent of those interviewed were females.

Finally all the answered questionnaires are tabulated and simplified.

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PART (11)

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SYNTHESIS AND ANALYSIS

This part will deal with the analysis of the graphs and also the analysis of the facts and figures which I have discovered in the Research and Survey of the previous part.

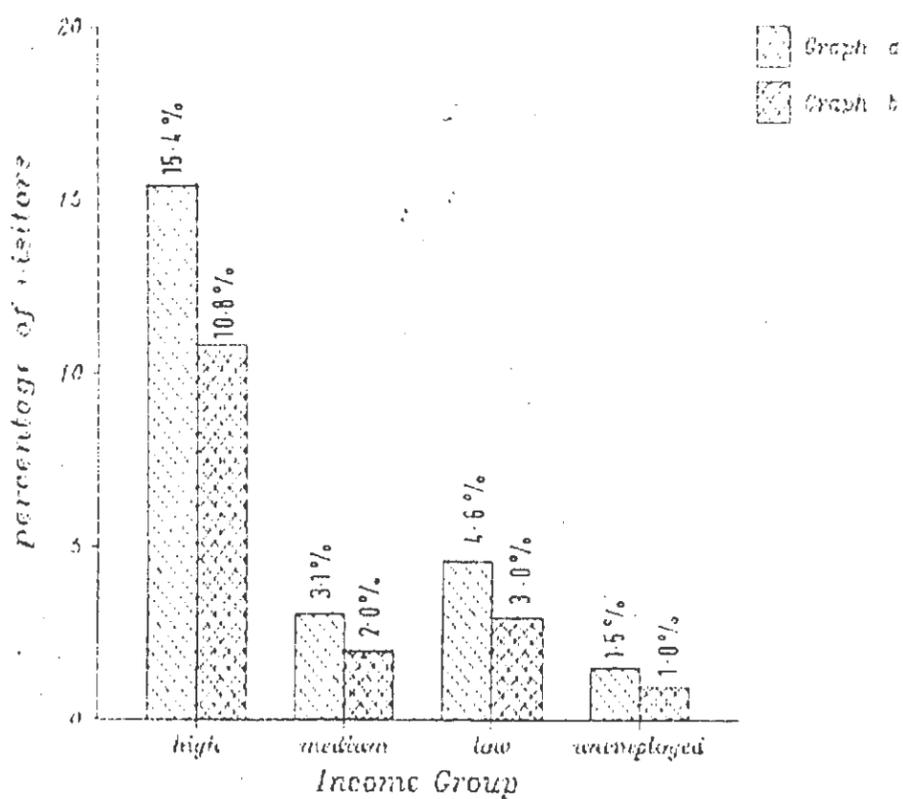
This analysis will describe the results and allowing the readers to follow up with this particular study. There are altogether five graphs and for every graphs a table of data is accompanied.

GRAPH (1)
and
TABLE (1)

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Graph 112

- a A graph showing the percentage of visitors of various Income Group in the study area.
- b A graph showing those who visit the Modern Market at least once a week.



Descriptions	Income Group			
	High	Medium	Low	Unemployed
No. of people visiting the Modern Market.	15.4%	3.1%	4.6%	1.5%
Percentage of visitor per week.	10.8%	2.0%	3.0%	1.0%

ANALYSIS OF VISITORS TO THE MODERN MARKET

From Graph [1]a

High Income Group has the most visits at least three times a week. The percentage of visit is as high as 15.4% comparing with the Medium and Low Income Groups with only 3.1% and 4.6% respectively.

Graph [1]b

Low Income Group has only 3.5% of visitors per week. Medium Income Group has about 3.0% of visitors per week. Unemployed Group has no visitor at all. High Income Group has the most visitors among the Income Groups with 15.4% of visitors to the Modern Market.

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GRAPH (11)
and
TABLE (11)

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GRAPH [11]

- a A graph showing percentage of non-visitors of various Income Group in the study area.
- b A graph showing percentage of non-visitors of various Income Group with reasoning : Insufficient selection of items.
- c A graph showing percentage of non-visitors of various Income Group with reasoning : The items are expensive.

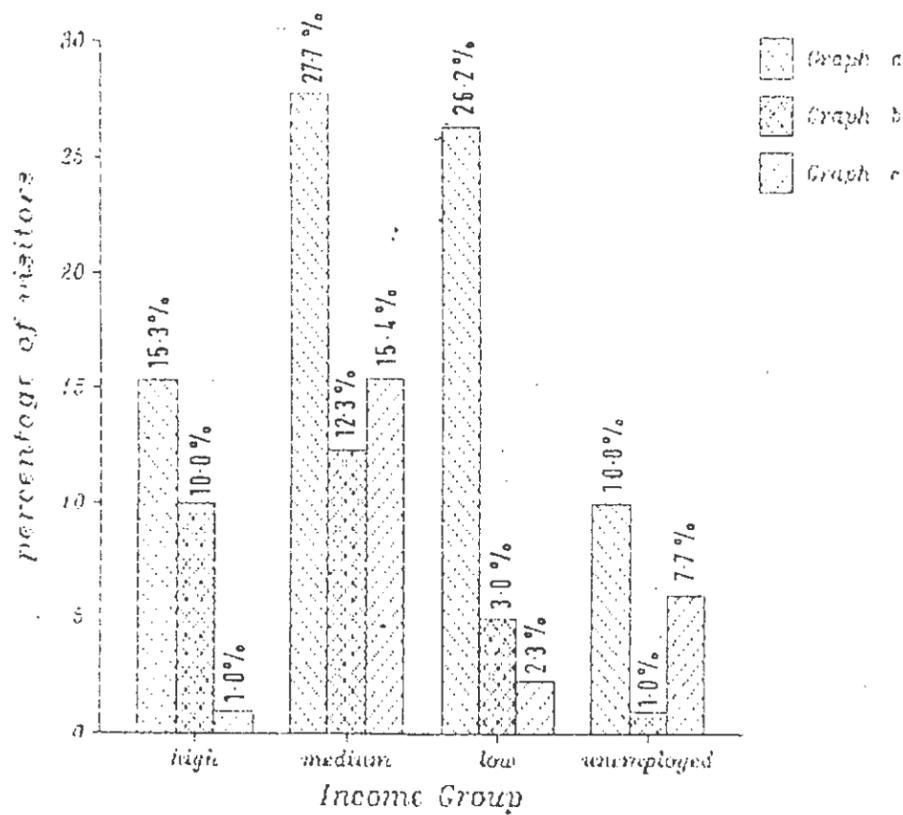


TABLE [11]

Descriptions	Income Group			
	High	Medium	Low	Unemployed
No. of people who does not visit the Modern Market.	15.3%	27.7%	26.2%	10.0%
Those with reasons:-				
Insufficient selection of items.	10.0%	12.3%	3.0%	7.7%
Too expensive	1.0%	15.4%	2.3%	1.0%

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