

**A STUDY ON
THE CUSTOMER PERCEPTIONS
TOWARD LADIES DEPARTMENT
MUN LOONG HANKYU JAYA BANGSAR**

**IN PARTIAL FULFILLMENT OF REQUIREMENT FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
RETAIL MANAGEMENT**

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EXECUTIVE SUMMARY

Retailing in Malaysia has been growing tremendously over the last few years. The competition among the retailers is getting fiercer. And nowadays cause of the economic slow down there must have careful operations and retailer will find it more important than ever to develop new and clear direction to maintain their share market. Lifestyle marketing, competitive pricing, store ambience and displays, excellent customer service and right merchandising blend are just some areas retailers have to seriously consider in the present years.

Nowadays, retailers need to stay close to the customers and understand their changing tastes, preferences, perception and expectations. Since now we are in economic slow down so the purchasing power of the customers also decrease. So as a retailer we should seen clearly what the customers needs and wants at this time not at the point of retailers.

This study on the customers perceptions towards Ladies Wear Department, MHJ Bangsar is prepared to determine the customers perception towards the department product arrangement, displays, decoration, environment, product prices, assortment, quality, services and facilities and also the sale assistants. The objective of the study is to measure up the customer's perceptions and expectations towards this department.

In first chapter, the discussion is more on the background of the study, which includes the background of the company, department, objectives, hypothesis and limitation of study.

2nd chapter will discuss more about the literature review on the retail industry, customers and perception and also consumer trends nowadays, etc.

3rd chapter will discuss the methodology covered for doing the research. Primary data are obtained through a survey and questionnaire conducted to customers of ladies wears department, MHJ Bangsar. This survey conducted to get information on their perception towards this department.

4th chapter analysed and discussed about the finding and analysis. From the questionnaire than only can analysis how the customers perception towards this department.

5th chapter outlines some recommendation on how to improve this department so that not only satisfied the customers but also can increase the sales of the company.

6th chapter will give conclusion towards the ladies department. In this chapter will conclude all the information gathered and give idea on how to improve and solve all the problem have in this department.

The measurement of the customer's perceptions and expectations was based on the customer's satisfaction. By having this project paper I hoped that it is beneficial to the company especially to upgrade the services and facilities and improving the department in terms of the product assortment, product quality, environment and also establishing its image as the leading ladies section in retail industry in Malaysia. It is hoped that by having this project paper the management can get clear picture on customers needs and wants towards this department. And when the company have understand the needs and wants of their customers than the company can provide the product to their customer so that they can increase the company sales and at the same time the company can gain profit. Cause in retail industries they have to understand their customers needs and wants than only they can attract the customer to come to their company.

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