



**A REVIEW ON FAST FOOD CONSUMPTION BEHAVIOUR IN  
SINDORA BERHAD**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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**I, NURUL AIN BTE MOHD SALLEH, (880918-23-5574)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is 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
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

29 APRIL 2011

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
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Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "A REVIEW ON FAST FOOD CONSUMPTION BEHAVIOUR IN SINDORA BERHAD" to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely

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## **ABSTRACT**

This study explores the roles of societal development factors towards fast food consumption among employees in Sindora Berhad. The main purpose is to identify whether the societal development factors influence fast food consumption in Sindora Berhad. The study also had been conduct to inform the employees the level of fast food consumption taken in the organization. The societal development factors were identified and measure through questions covering time constraints, new demographic, away-from-home eating habits and new consumer tastes and preferences in identifying fast food consumption level.

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