



**CHALLENGES OF FRANCHISING TOWARDS IT'S
ORGANIZATONAL PERFORMANCE AT SHAH ALAM**

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“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD RIZAL BIN ROSLEE, (I/C NUMBER 930619105027)

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

JULY 2016

The Head of Program

Bachelor in Business Administration (Hons) International Business

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka Bandar Bersejarah.

Dear Dr

SUBMISSION OF PROJECT PAPER

Attached is the project title “Challenges of Franchising Towards it’s Organizational Performance” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM).

Thank you.

Sincerely,

.....

Muhammad Rizal Bin Roslee

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(Bachelor in Business Administration (Hons) International Business)

ABSTRACT

This research aims to investigate the franchising challenges towards organization performance in Shah Alam. Franchising can be described as a practice of using a business models and brand names and using it right for a period of time. It's also known as Anglo-French derived from French, meaning fee and is used both as a noun and as a verb (Dictionary, 2001). In this current globalization era, franchising is a command business throughout the market as it might bring better profit and easier to manage. Each franchise must compete with each other and create competitive advantage to in striving for success.

This project paper covers the study of challenges on managing a franchise towards its performance in Shah Alam. A franchisee need to be aware of its changes in variables that commonly are competitions, area and experiences. This independent variable will lead towards the organizational performance of the franchise. As many franchises nowadays, they are unable to succeed towards its performance when facing many problems or challenges occur whether internally or externally.

Pearson correlation coefficient is used to measure independent variables and the dependent variable through its strength of relationship. The data collected for this research paper through questionnaires that are distributed to the manager's or supervisors of franchising in Shah Alam area.

TABLE OF CONTENT

TITLE PAGE	i
DECLARATION OF WORK	ii
LETTER OFSUBMISSION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLES	xi
LIST OF FIGURE	x
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	1
1.2 Problem statement	2
1.3 Research Objectives	2
1.4 Scope of study	3
1.5 Significant of study	3
1.5.1 Organization	3
1.5.2 Researcher	4
1.6 Limitation	4
1.6.1 Time constrains	4
1.6.2 Lack of experience	4
1.6.3 Budget constraints	5
1.7 Theoretical Framework	5
1.7.1 Conceptual Diagram	6
1.8 Hypothesis	6
1.9 Definitions of terms	7
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	8
2.2 Organizational Performance	8
2.3 Location	10
2.4 Attitude	12
2.5 Knowledge	14