UNIVERSITI TEKNOLOGI MARA

ANALYTICAL HIERARCHY PROCESS (AHP) APPROACH IN SELECTING THE BEST RETAILER : THE CASE OF NOVATURE SDN BHD

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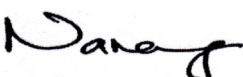
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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Retailer selection is one of the most important tasks for wholesaler. Failure to make the decision about the best retailer will affect the product life span and profitability because not all retailers are best for certain product. Concerning to this problem, retailer selection process needs to be based on decision module that can result the best retailer. Thus, the main objective of this research is to find the best retailer for Novature Sdn Bhd by using AHP module. The typical of AHP module requires three of selection criteria and the possible alternatives. The data about the selection criteria is gathered from unstructured interview with the group of respondent from Novature Sdn Bhd. Then it will evaluate by the competitors and expert group in order to find the top three most preferred criteria. The alternative or retailers had been eliminated based on the selection criteria to identify the top three retailers. From both of this result, the three criteria and alternative are evaluate again in pairwise comparison form. The pairwise comparison from is constructed to evaluating which is the most preferred by the evaluator. The data from pairwise comparison form will be analyse based on the AHP processes to identify the final result about the best retailer out of the top three and supporting by consistency ratio. The recommendations were also given to Novature Sdn Bhd in order to apply AHP with better result and to measure the level of selected retailer success.

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CHAPTER ONE

INTRODUCTION

1.1 RESEARCH BACKGROUND

In sports industry, modern international sports events can be big business for as well as influencing the political policy, economical growth, and other cultural perspective aspects of countries around the world. Especially with politics and sports, sports can affect countries, their identities, and in consequence, the world. This happen whiles the internationalization of sport event that involved many countries in the world. Sport industry had become uncontrollable when the madness of the world's sports and game season underway. Demand for sporting goods will increase and this could provide an opportunity to increase the number of production or create new items.

Malaysian sport industries are includes of company that involved of manufacturing in the sport good and also the wholesalers for the main brand that under licensed from the world brand. Both of these industries had the different strategies and mission. (Aminuddin and Parilah, 2008). The manufactured based sport company struggle to introduce the new brand rather than under licensed company that are more focusing in retail or outfit sport store. The challenge that relies of this both company will effecting the establishment of the product in the local market. Even the product is established in the foreign countries it doesn't mean it popular in local market. Every each of countries had their own characteristic on the popular brand according to the local popular sport event. If the local market is supporting by the football sport of event, the product of football attire are most preference by the local company.

Production of the sport attire could also depend on the ability of the customer to buy establish or non-establish brand of sport attires. The demand of sport attires will shape on how the company is operated. The strategies on how the product can reach the customer need to fully understand by the manufactured and also the wholesalers. This action also involved in how to selecting the suitable retailer. The