

**POSITIONING PELITA'S SUPERRIA OUTLET
IN KOTA SAMARAHAN**

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(Attn: En. Haswardi bin Hazmi)

Dear Sir.

FINAL REPORT OF COLLOBORATIVE RESEARCH “.POSITIONING PELITA’S
SUPERRIA OUTLET IN KOTA SAMARAHAN.

With reference to the above, enclosed herewith are 5 copies of the final research report entitled “Positioning PELITA’s SUPERRIA Outlet in Kota Samarahan” by the research team from University Teknologi Mara Sarawak for PELITA’s use.

Thank You.

Yours Sincerely,

Prof. Dr. Abdul Rahman Deen
Project Leader

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CHAPTER 1: INTRODUCTION

As the leading state agency entrusted with the responsibility of taking the lead in spearheading Sarawak's economic development and generating wealth for the state, PELITA has successfully established itself as a premier player in several important economic sectors such as tourism, property development and plantations. As a dynamic catalyst entrusted with the task of spurring on the State's economy PELITA continues to explore and develop new and innovative business opportunities.

One of the strategic diversifications that PELITA intends to venture into is retailing. PELITA intends to establish retailing outlets in urban, semi urban and rural areas throughout the state. The strategy calls for the establishment of retail outlets of different sizes throughout Sarawak:

PELITA DESARIA: Small stores to cater for rural areas. Initially DESARIA stores would be set up close to PELITA's Oil Palm and Sago Plantations. The idea is to serve the captive market consisting of the plantation workers and to supply certain requirements of the plantation such fertilizers and farm implements.

PELITA RIA : Mid size outlets in semi urban and urban areas. To be operated more as a convenience store, it will also serve a socioeconomic function as it will also become an outlet that will market the agricultural produce of the neighboring community.

PELITA SUPERRIA: Larger supermarkets in urban and semi urban areas designed to provide a wider range of products as well as a more satisfying shopping experience. The outlet will incorporate facilities such as music cafes , big screen TV and games arcade. It will also offer lots and/or pushcarts for rentals to selected vendors.

There are several strategic objectives that PELITA aims to achieve through this venture.