



UNIVERSITI TEKNOLOGI MARA

A STRATEGIC MARKETING MANAGEMENT ANALYSIS
ON PLAZA LARKIN JOHOR BAHRU TOWARDS
REALIZING GREATER PROFITS

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ABSTRACT

Applied business research (ABR) is aimed to analyze the Plaza Larkin through the strategic marketing management concept that it can generate or realize greater profits. Plaza Larkin has just started operation for the last three years but number of tenants that quit the business has been increasing lately. As a result, the master tenant appointed by MARA is unable to generate enough revenue to cover the expenses.

Being located in the prime area of suburbs of Johor Bahru, Plaza Larkin has failed to take this golden opportunity. This ABR has explored all potential internal factors evaluations (IFE) and external factor evaluations (EFE) that Plaza Larkin is

The review shows the summary of the journals that are relevant with the strategic marketing management study. Based on the journals, the researchers can utilize it to get a better understanding on how IFE and EFE can affect and capture the market share.

To understand and identify the industry of Plaza Larkin prior to explore within the company, Plaza Larkin Through the external audit, we analyze with the various concepts such as PESTEL, Porter's Five Forces, Industry's Driving Forces, Opportunities, Threats, EFE, and Competitive Profile Matrix. Whereas, the internal audit involves an Resource Analysis Value Chain Strengths, Weaknesses and IFE. The ABR further explore to generate, evaluate and select strategies including SPACE, SWOT, IE and Grand strategic Matrix.

Through the matrix analysis and SWOT analysis, we found out that the horizontal integration and market development are the most appropriate strategies for Plaza Larkin to sustain its business. The recommendation through the QSPM and the McKinsey Seven strategy of this study can be used by MARA to be implemented for the use of its existing and future shopping malls. It is hoped that this study is able to benefit all relevant parties to avoid the Plaza Larkin from becoming the potential white elephant in the near future.

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