

**A STUDY ON THE PERFORMANCE OF THE
CONVENIENCE STORES (C-STORE) OF
ESSO MALAYSIA BERHAD**

by

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ABSTRACT

Convenience Store shopping is certainly making its mark in Malaysia. Esso Malaysia Berhad have come the long way and tried to fulfill their customers by operating " Food Store " or C-Store at all their new Esso Service Stations. To date, Esso Malaysia Berhad has 26 C-Stores throughout the country and expects to have 35 in operation by the end of 1992.

In an attempt to find out whether C-Store attracts customers to the service stations, a study was carried out in the form of collecting Statistical data on the fuel sales and C-Store sales, from June 1990 till June 1992.

Written questionnaire was also carried out which includes question about the affectiveness of the C-Store to the customer's point of view.

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