

BUSINESS RESEARCH

"A FEASIBILITY STUDY IN SETTING UP
OF MINIMARKET IN SECTION 17,
SHAH ALAM

Prepared By Group 21

SHARIFFHUDIN MAT
(82754822)

SUHARDI B. RAZALI
(82016173)

LINUS OYOM
(82737897)

SHAFRE HASSAN B. ISMAIL
(82076109)

STEPHEN KARIM LANGANG
(82062006)

WILLYBROAD MISSI
(81070952)

JULIA RAJA
(81150307)

ADVISOR : PUAN FAIZAH RAHIM
ITM SHAH ALAM

MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM

NOVEMBER 1985

TABLE OF CONTENTS

ACKNOWLEDGEMENT..... i
SYNOPSIS..... iii
LIST OF TABLES..... v
LIST OF EXHIBIT..... vii

CHAPTER ONE

Introduction..... 1
Problem Statement..... 3
Objectives..... 5
Scope and Limitations..... 7
Assumption..... 9

CHAPTER TWO

Literature Review..... 10

CHAPTER THREE

Methodology..... 13

CHAPTER FOUR

Findings: Analysis of Questionnaire Data..... 22

CHAPTER FIVE

Conclusions..... 102

ACKNOWLEDGEMENT

In writing this report, we feel deeply indebted to our advisor Puan Faizah Rahim and our statistic lecturer for their invaluable assistance, encouragement, guidance, and criticism.

We would also like to express and convey our sincerest thanks to the following person for their cooperation in providing valuable fact and information.

1. Encik Yusof Osman
Public Relation Officer
PKNS
Petaling Jaya.

2. Encik Azizul Aziz
PKNS Officer
Shah Alam.

3. Encik Safril
Pasar Jaya Umara
Section 2
Shah Alam.

SYNOPSIS

The research that is being undertaken by our group is a feasibility study of setting up of mini-market at Section 17, Shah Alam. The research is undertaken to meet our academic requirements for the completion of Diploma in Business Studies.

This research includes the purchasing habits of the dweller, their needs and demand, customer profiles as well as socio-economic data.

The research finding revealed that the dweller at Section 17 needed a mini-market urgently as there were no such facilities available there.

The writers therefore strongly recommended based on the finding that a mini-market should be set up as soon as possible.

SYNOPSIS

Penyelidikan yang telah dijalankan oleh kumpulan kami ialah penyelidikan mengenai kemungkinan menubuhkan sebuah mini-market di Seksyen 17, Shah Alam.

Penyelidikan ini merupakan sebahagian daripada keperluan akademik bagi memenuhi syarat diploma kami di dalam kursus pengajian perniagaan.

Penyelidikan ini antara lain termasuklah menyelidik sikap membeli penduduk, keperluan dan permintaan, latar belakang pengguna dan juga data sosio-ekonomi.

Penemuan dari penyelidikan ini menunjukkan bahawa penduduk di seksyen 17, sangat memerlukan sebuah mini-market disebabkan oleh ketiadaan kemudahan seperti ini disana.

Dengan itu penulis mencadangkan berdasarkan kepada penemuan supaya sebuah mini-market didirikan secepat mungkin.