



**FACTORS AFFECTING SALES DECLINE: A CASE
STUDY OF SKY SIMULATOR**

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DECLARATION OF ORIGINAL WORK




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"DECLARATION OF ORIGINAL WORK"

I, Nur'Jasmin Binti Abdul Rahman, (I/C Number: 960728145770)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 28/June/2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors Affecting Sales Declined: A Case Study of Sky Simulator" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nur'Jasmin Binti Abdul Rahman
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TABLE OF CONTENT

Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of Content	iv- v
List of Figure	vi
List of Table	vii
Abstract	viii
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Company	1-4
1.2 Background of Study	5-6
1.3 Problem Statement	7-8
1.4 Research Objective	9
1.5 Scope of the Study	9
1.6 Significance of Study	9-10
1.7 Limitation of Study	10
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	11
2.1 Overview Of Factors Affecting Sales Decline	11
2.2 Poor Marketing Tools	12
2.3 Packaged Offer	12-13
2.4 Machine Downtime	13
2.5 Poor Location	14
2.6 Literature Review Table	15-17

ABSTRACT

This research paper entitled "Factors Affecting Sales Declined: A Case study of Sky Simulator" has been formulated by two leading research questions. The objective of this study is to understand what variables that affects declining of sales in Sky Simulator and to determine the dominant factor that caused to its sales decline. Taking this view into account, the factors like lack of marketing tools, poor location, service packaged offer and machine downtime has been discussed. Thus, the possible factors come out due to researcher's observation as the researcher thinks this might be the factors that are affecting the company. Furthermore, based on Sky Simulator sales performance report throughout each year from 2014 to 2017, it seems that the company has suffered declines in sales due to certain factors which lead to poor company growth. This study was conducted using qualitative research method. It is conducted for enhancement of knowledge and to provide insights and understanding of the research study. To carry out this study both primary and external data have been used. Thus, this research study used observation and interviews as the method to conduct this study. The target of this study is only for employees of Sky Simulator Sdn Bhd which are 6 employees in this company. The result of this study indicates that the majority of the interviewees are agreed on these factors are affecting sales decline of the company. However, one of the participants hesitantly appears as bias because he answering the question above as disagree due to company image shall be taken off. Plus, poor location is the dominant factor that contributed the most to the lower sales of the company. Finally, based on the findings, some suggestions on how to improve the existing situation have been forwarded which are Sky Simulator need to add more of their marketing activity and Sky Simulator need to drive foot traffic to their retail store.

Keywords: Sales declined, location, marketing tools, packaged offer, machine downtime