

**MARA INSTITUTE OF TECHNOLOGY,**

**SHAH ALAM**

**CUSTOMER'S PERCEPTION TOWARDS**

**MERCHANDISE PRESENTATION**

**OF MEN DEPARTMENT**

**AT MUN LOONG, HANKYU JAYA , BANGSAR.**

**PREPARED BY :**

**RATNO AFFENDI B. KAMARUDIN.**

**96736274.**

**BBA ( HON'S ) RETAIL MANAGEMENT**

**SCHOOL OF BUSINESS & MANAGEMENT**

**SEPTEMBER 1998.**

Ratno Affendi B. Hj Kamarudin.  
Bachelor Of Business Management ( Hon's ) Retail Management,  
School of Business and Management,  
Mara Institute of Technology  
40450, Shah Alam,  
Selangor, Darul Ehsan.

5<sup>th</sup> August 1998

Encik Shahrudin Ibrahim  
Advisor BBA ( Hon's ) Retail Management,  
Mara Institute Technology,  
40450, Shah Alam,  
Selangor, Darul Ehsan.

Dear Sir,

**Submission Of The Internship Project.**

Enclosed here is a report entitled ' Customer Perception Towards Merchandise Presentation Of Men Department ' at Mun Loong, Bangsar.

I do hope that this report will fulfill the requirement needed that everything will satisfied.

I wish to say thanks to you all your advice, suggestion, critics and all the things can make the final report complete.

Thank you.

Yours sincerely,

.....  
( Ratno Affendi Kamarudin )  
96736274

## **Acknowledgement.**

First and foremost, I would like to express my gratitude to my advisor En. Shahrin Ibrahim for his comments, advice and guidance throughout the course of preparing the final report. My appreciation also goes to Puan Rosidah Musa, Our course Tutor for her support and advice.

Special thanks to Puan Jamilah, the Assistant Manager of Mun Loong, Bangsar for her kind cooperation in giving her opinion, advice and critics in preparing this project paper more complete and valuable. Also thanks for time spared in providing valuable explanations and giving informations about Men Department.

I also owed thanks to many people who helped me over the 3 months attachment especially to En. Azmil for allocating a place for me to conduct practical training at Mun Loong, Bangsar. My appreciation also goes to Mr Law ( Store Manager ), Mr. Termeze and Mr Poobalan ( Floor Executive ) and Miss Ehfaniza ( Men Department Supervisor ).

Lastly, I would Like to thanks to staff of Mun Loong, Bangsar on their support and sharing ideas in preparing this timely and tedious project paper.

## **TABLE OF CONTENTS**

	PAGE
ACKNOWLEDGEMENT	I
TABLE OF CONTENTS	II
LIST OF TABLE	V
EXECUTIVE SUMMARY	VII
<b><i>CHAPTER 1</i></b>	
1.0 INTRODUCTION	1
1.1 MALAYSIAN RETAIL SCENE	3
1.2 GROWTH OF SUPERMARKET & SHOPPING COMPLEXES	4
1.3 COMPANY BACKGROUND.	7
1.4 COMPANY BACKGROUND.; MUN LOONG, BANGSAR.	10
1.5 PROBLEM STATEMENTS.	12
1.6 BACKGROUND OF STUDY	13
1.7 OBJECTIVES OF STUDY	15
1.8 BACKGROUND OF MEN DEPARTMENT.	16
1.9 SCOPE OF STUDY	19
1.10 HYPOTHESIS	20
1.11 LIMATATION	21

## **Executive Summary**

Consumer shopping behavior such as the choice of store is influenced by their perceptions of those stores. Perception is a complex process by which people select, organize and interpret sensory stimulation into a meaningful picture of the world.

An understanding of consumer perceptions is important to the retailer as a customer's decision to make a purchasing on merchandising will be influenced to a large extent by the way he perceives the product. His perceptions will not affect on their quality, style and design but also by the attributes which the successful retailer is able to lead a product through display, pricing and other tools of support

The purpose of project paper, is to study about how the customer perceive this department towards the display, variety , store atmosphere, staff and merchandise presentations.

Chapter 1 : Will discuss about all aspects of retailing such as background company, retail development, objectives and others which related on retailing.

Chapter 2 : Study on Literature Review based on perceptions, merchandise presentation, display and store image.

Chapter 3 : Methodology and research design will covered on this chapter, it involved how the researcher can get information and made determined of hypothesis.