

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Hamizah binti Mohd Sanif, (I/C Number: 950917-01-5976)

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: _____

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Understanding Retail Layout: A Case Study At Agrobazaar Rakyat 1malaysia Simpang Renggam, Johor" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ACKNOWLEDGEMENT

First and foremost, I would like to praise God for making all this possible. Praise in His name that with His guidance and will, I am able to complete this study. With hardship and patience in doing this research, the research is completed within time frame.

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ABSTRACT

The roles of retailers in the business market have seen to be important in our daily life. One of the common things between them is arranged display of their products more favor than untidy display. Even so, many retailers do not have necessary knowledge in arranging the products based on the customers' preferences (Pizzi and Scarpi, 2016).

This research explores the retail layout and standard operating procedure (SOP) in Agrobazaar Rakyat 1Malaysia. The objectives of this research are (1) To understand the customers' perceptions of retail layout in Agrobazaar Rakyat 1Malaysia Simpang Renggam and (2) To study the differences between Agrobazaar Rakyat 1Malaysia's retail layout and retail operation with standard operation procedure by FAMA. This research is using qualitative as a method, thus involve several respondents in the interview conducted with questions related to the research objectives.

This research conclude the potent gaps exist in retail layout and implementation of SOP in Agrobazaar Rakyat 1Malaysia. Retailers and future reseacher can gain some information in this research as a guideline.