

UNIVERSITI TEKNOLOGI MARA

**THE ATTRIBUTES OF SUSTAINING THE FAST FOOD
RESTAURANTS IN MALAYSIA:
A CASE OF A&W**

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Master of Business Administration

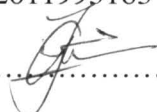
Arshad Ayub Graduate Business School


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Authors' Declaration

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Abstract

Fast food restaurant in Malaysia have experienced high growth rates and have introduced more new products and services. The fast food companies such as A&W, McDonalds, Burger King, Kentucky Fried Chicken (KFC), Kenny Rogers Roasters, and Pizza Hut have been known among Malaysian and there are stiff competitions for each individual fast food restaurant to lead the market share and maintain the sustainability in the market. However, A&W restaurant has incurred losses in their business. The main objectives of this study are to identify the strengths, weaknesses, opportunities and threats of A&W business operation and to provide some recommendations on how A&W can improve its profits. The significant of this study are to get a better understanding about the scenario of fast food industry in Malaysia and help A&W to plan for future marketing strategies in order to sustain in the industry. Besides, A&W may also identify the attributes that would help them to sustain in the competitive industry. Primary and secondary data have been used in this study as a research method. Survey questionnaire has been distributed to the customers who had dined-in the A&W restaurant and people at Gurney Plaza in state of Penang. In this study, SWOT analysis was used and followed by Porter's Five Forces for the assessment of industry analysis. Furthermore, GE Matrix Model was used as a planning method to overcome the number of disadvantages in the business portfolio. The findings of this study have some practical and academic implications.

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