

DEMAND ON SOFA DESIGN

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TABLE OF CONTENTS

CONTENT	PAGE
APPROVAL SHEET.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENTS.....	v
ABSTRACT.....	vii
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
LIST OF PLATES.....	x

CHAPTER	PAGE
1 INTRODUCTION	1
1.1 Sofa Design.....	1
1.2 Problem Statement.....	3
1.3 Objectives of The Research.....	5
2 LITERATURE REVIEW	6
2.1 Sofa.....	6
2.1.1 Raw Material.....	8
2.1.2 Design.....	9
2.1.3 The Manufacturing Process.....	9
2.1.4 Quality Control.....	14
2.1.5 The Future.....	14
2.1.6 Creative and Unusual Sofa Design.....	15
2.1.7 Styles of Sofa Furniture for Living Room.....	18
2.1.8 Idea for Living Room Design.....	20
2.2 Demand.....	21
2.3 Cash.....	19
2.4 Credit Card.....	22
2.5 Courts.....	23
2.6 Research Design.....	26
3 METHOD	30
3.1 Population.....	30
3.2 Sample Size.....	30
3.3 Data Collection Method.....	31
3.4 Research Instrument.....	32
3.5 Data Analysis Procedure.....	33
4 RESULTS AND DISCUSSIONS	34
4.1 Effect of Price.....	34
4.2 Effect of Month.....	36
4.3 Effect of Day.....	38
5 CONCLUSION	40
BIBLIOGRAPHY.....	41
APPENDICES.....	44

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ABSTRACT

A research was done to study the demand on sofa design. A survey was conducted for five months at COURTS Temerloh. The objectives of the research were to determine the most preferred sofa design at COURTS, to determine the type of sofa design that suits the local lifestyle and to evaluate characteristics which enhance the value of a sofa. Samples of sofa customers were selected and questionnaires were given. Data were collected and analysis was done using SPSS 16.0 method. Results from the data show that most customers at COURTS Temerloh preferred a sofa with modern design, high quality but lower cost. Customers preferred dark colors for a sofa and most of them preferred to pay using a credit card. The results also indicate that events in certain months also affect the demand on sofa design.

LIST OF TABLES

Table		Page
3.1	Planned Data Collection Procedure.....	31
3.2	Sample of Questionnaires.....	32
4.1	Effect of Price.....	34
4.2	Effect of Month.....	36
4.3	Effect of Day.....	38

LIST OF FIGURES

Figure		Page
4.1	Effect of Price on Day, Color and Month.....	34
4.2	Effect of Month on Price and Type.....	36
4.3	Effect of Day on Price and Type.....	38