

**THE FACTORS THAT INFLUENCE TEAK FURNITURE SALES AT
TEMERLOH TOWN**

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ABSTRACT

Teak furniture is popular and preferred by Malaysian's. The ranking of teak furniture buyers is dominated by the Malays followed by Chinese and Indians. However, the demand is quite limited because of several factors such as expensive pricing, competition from other wood species such as rubberwood, meranti, nyatoh furniture and also Malaysian economic situations. The study aims to identify and analyze the factors influencing teak furniture sales, and discuss the current sales trend of teak furniture. The methods used in the study were distribution of questionnaires to 100 correspondences and observation on the factors from the supplier. It was found out that factors such price, quality, design and size influence the teak furniture sales. As a conclusion, the teak furniture supplier in Malaysia must be more meticulous with the design and quality of the product hence commencing the reliable price.