

ABSTRACT

MARA arcades are one of the business facilities provided by MARA for Bumiputra entrepreneurs for them to carry out business activities with minimum rental. MARA arcades have been operating for more than 30 years.

Years passed, MARA arcades received less reception from public due to the surrounding developments within the arcade's area. As a result, MARA arcades faces difficulties to compete with other business premises as well as to promote their products.

This study will produce some appropriate proposals for upgrading MARA arcades, which was once recognised by public. These proposals would serves as a feedback to the policy maker for future planning and improvement of MARA arcade and would encourage public to shop at MARA arcade as well. On the other hand, this would also uplift the socio-economic among Bumiputra entrepreneurs.

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