



THE EFFECTIVENESS OF MERCHANDISE SELECTION TOWARDS
SALES IN HOME FURNISHING DEPARTMENT AT GIANT CASH AND
CARRY

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EXECUTIVE SUMMARY

Merchandise selection is a very important task for buyer to select it's merchandise which is based on the customer needs and wants as well as the customer demand towards that product . For retailers like Giant Cash & Carry, they need to have a wide range of merchandise because Giant have several target market . Besides that they also have to provide more facilities to their customers such as free parking, ATM services, post office, pharmacy and others .

The important things that Giant need to considered when selecting the merchandise are quality, material, sizes, designs and colors . For Home Furnishing department these factor are most importance because different customer have different taste . Next, display is the most important factor that Giant should take into consideration because through display, we can attract customer awareness to buy the product offered .

Currently, the merchandise offered at Home Furnishing department can satisfied the customer because we offered a variety of merchandise, designs, sizes, colors and quality. From the findings, for overall customer are satisfied with the product offered but we need to improve more on the display in order to attract new and existing customers .

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1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Giant Cash and Carry (GCCs) , a wholly Malaysian hypermarket to make its debut in Subang Jaya , is only 15 minutes away from Subang International Airport and 30 minutes from Kuala Lumpur . The late Mr Teng Sek How wholly owns the hypermarket Giant TMC Group, which started as a small grocery shop in Sentul market, way back in 1944 . He also started the first mini market operations in Bangsar , Kuala Lumpur in 1974 under the name Teng Minimarket Centre or more popularly known as TMC .

Giant Cash & Carry has eleven departments which are shoes department , Ladies department , Gents and Sports department , Toys and Stationery department , D.I.Y department , Baby department , Home Furnishing department , Household department, Electrical department , Grocery department and Wet Market .

In GCCs , there are more varied range of goods is available with various convenient facilities including banking , pharmacy , post office, food court , video rental outlet and free parking facilities (1200 lots) .

In 1998 , we will be opening our first outside of the Klang Valley, which is in Johore Bahru , for the shopping convenience for our customer in JB and Singapore .