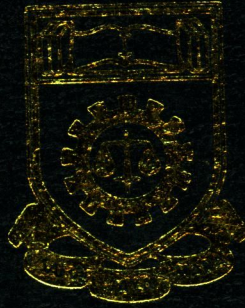


MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM



A STUDY ON THE EFFECTIVENESS OF THE UTILIZATION
OF GONDOLA ENDS AT GENTS AND SPORTS
DEPARTMENT GIANT CASH AND CARRY SUBANG

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EXECUTIVE SUMMARY

This is a study on gondola end and its effectiveness of utilizing it in retail institution. Basically not so many people know what gondola end is. Therefore it is the researcher obligation to deliver the information so that people are familiar with this term. This study is conducted to seek any weakness regarding Gents and Sports Department (G&S) at Giant Cash and Carry, Subang. After several consideration, it is found that besides normal shelf, gondola end is playing its own roles in increasing the sales of G&S itself.

A research was carried out where about 100 questionnaires had been randomly distributed to the respondents. Other than that, articles from journals, magazines, and brochures were also being used to get a better understanding.

Chapter One is concern about the Introduction which include the Background of Study, Scope and Objectives of the study, Problem Statement, Hypothesis, and Limitation faced while this report was under progress.

Chapter Two is about Literature Review where some references were used to support the title of this study. Chapter Three is about the Methodology where we can find

the methods used in this report. Where as Findings and Analysis is discussed in Chapter Four. Conclusion pertaining to this thesis is provided for reference in Chapter Five and this is followed by the Recommendation of the overall study. Hopefully this project paper can enhance benefit for everybody involved.

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