



**BOOSTING SHOPPERS GROWS IN INCREASE FOOTFALL OF NEW SHOPPING
CENTER: A CASE STUDY OF KOMTAR JBCC**

MOHD MIQDAD BIN MOHD SABRI

2014932595

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

DISEMBER 2016

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Madam Hairiani binti Abdul Hamid, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Ms Nur Adilah Nuha binti Abdullah my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Marketing Team and Center Management KOMTAR JBCC for sharing their knowledge and experiences with me during the practical training.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

TABLE OF CONTENT

Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgment	iv
List of Table	vi
List of Figure	vi
Abstract	vi
Chapter 1: Introduction	
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of Study	5
1.6 Scope and Limitation	6
Chapter 2: Literature Review	
2.1 Footfall	7
2.2 Shopping Centre	8
2.3 Sales promotion	9
2.4 Entertainment	10
2.5 Tenant Mix	11
2.6 Accessibility	12
Chapter 3: Research Methodology	
3.1 Introduction	13
3.2 Research design	13
3.2.1 Primary Data	13
3.2.2 Secondary Data	13
3.3 Target population	14
3.4 Sampling Design	14
3.5 Instrument	15
3.6 Data Collection	15
Chapter 4: Findings and Discussion	
4.1 Introduction	16
4.2 Demographic Analysis	17
4.3 Summary Of Demographic Profile	24
4.4 Research Objective 1	25
4.5 Research Objective 2	29
4.6 Discussion	30
Chapter 5: Conclusions and Recommendations	
5.1 Introduction	31
5.2 Conclusions	31
5.3 Limitation of study	33
5.4 Challenges of study	33
5.5 Recommendations	34
5.4.1 Recommendations for Developers	34
5.4.2 Recommendations for malls management	34

REFERENCES

APPENDIX

ABSTRACT

Purpose – This study is to investigate the factors for new shopping centre to achieve high customer traffic/footfall which importance to improve shoppers grows and increase tenants' sales turnover in order to compete with others established shopping centre that had strong sales performance and high footfall rate. For this research, the researcher examines four factors that is Sales promotion, Entertainment, Tenants Mix, Accessibility. This study is to help the Mall management to identify the important factor and improve on the factor that can attract more shoppers to visit KOMTAR JBCC.

Design/ Methodology/ Approach –The questionnaire are consists 2 section which Section 1 was asked for the respondents demographic and section 2 the respondents are asked question which contains specific objectives of the study. The questionnaires were distribute to 50 shoppers who actually carry out at least one of retail outlets' shopping bag or people who have their meals at foods and beverages (F&B) store in KOMTAR JBCC. The researcher used descriptive design in conducting the research.

Findings – The result showed that entertainment is most important or influence factor to boosting shoppers grows for new shopping centre. New shopping centre that offered variety of entertainment place and activities such as cinema, bowling, amusement park, musical performances and contests are positively impact on shoppers grow and generate more footfall. Besides, by offering more entertainment place and activities can attract parent to bring their children for spend quality time. It is revealing that entertainment was great attraction to drive footfall at new shopping centre.

Keyword – Shopping centre, footfall, sales promotion, entertainment, tenants mix, accessibility

Paper type – Research paper

INTRODUCTION

1.1 BACKGROUND OF STUDY

Damansara Assets Sdn. Bhd. (DASB) is the property investment and management arm of Johor Corporation and its group of companies. Established in 1994 with a paid up capital of RM633 million, DASB is today one of the country's leading companies in the sector, employing more than 200 employees and managing a land bank of over 5 million sq. ft. of retail and commercial space. Through its commercial real estate investment, DASB owns as well as manages its building such as KOMTAR JBCC, Galleria @ Kotaraya, Komtar Tower, Pasaraya Community @Mart Kempas, Bandar Dato' Onn office buildings and Taman Dahlia Business Centre.

This study is took place at KOMTAR JBCC which the new brand shopping mall in Johor Bahru that launched and opened to the public on July 2014. KOMTAR JBCC is a four storey shopping centre reconstructed and owned by Damansara Assets Sdn Bhd to replace the older Tun Abdul Razak shopping complex. KOMTAR JBCC features an array of outlets of famous international brands, sophisticated cafés as meet-up places, a modern supermarket, the souk bazaar, children-centric outlets and an activity park. It also includes a state-of-the-art colour coded car park that adopts a more eco and driver friendly system which saves driving time and maximizes on security. Shoppers can be assured of an enjoyable, seamless and easy shopping experience, equipped with cutting edge technology. In catering to business needs, the mall provides secure business venues complete with 24 hours CCTV and roving security officers at strategic locations. KOMTAR JBCC is a place for families to spend an entire day enjoying leisure and fun-packed activities in the modern food and entertainment centre in Johor Bahru.

KOMTAR JBCC is strategically positioned to be the main shopping and entertainment destination north of the Causeway for visitors from surrounding regions. It is Malaysia's main entry point in the southern corridor, currently welcoming 60% of the tourist to the country. When fully completed, the whole JBCC development will include the KOMTAR JBCC shopping mall, offering 405,000 sq. ft of unrivalled retail experience, two high-rise towers – a renovated Menara KOMTAR and new Menara Johor Land, and a new four-star hotel to serve both local residents as well as visitors from Singapore and abroad. In years to come, KOMTAR JBCC is seen to revitalize downtown Johor Bahru and contribute to the growth of the local economy by providing local entrepreneurs with new platforms to promote their products whilst increasing job opportunities for Johor residents.