

**“A STUDY ON THE ACCEPTANCE OF LOCAL RETAILERS
TOWARDS TRADE ONLY CONCEPT AT
BOOKER CASH AND CARRY, JOHOR BAHRU ”**

**IN PARTIAL FULFILLMENT OF REQUIREMENT FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
RETAIL MANAGEMENT**

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EXECUTIVE SUMMARY

Booker Cash and Carry, Malaysia opened its first trade-only grocery warehouse in the country for business in Johor, in August 2 1996 and is using the state as its launch pad into the Asian market. Malaysia was chosen because of a number of factors, including its stable government, adequate finance infrastructure, sound legal system and low market entry volumes. Booker, who has done away with overheads such as costs of delivery credit and sales representatives, offers a far cheaper wholesale price on a cash and carry basis for small businesses. Small retailers, caterers and hawkers will therefore be able to buy their goods at more competitive prices.

The study of customer's acceptance is necessary to determine the actual performance of the company whether the current performance meets the needs and satisfy of the local consumers. This is because Booker Cash and Carry is a foreign company who adapts their business concept, which is trade only concept to this country. Booker has been trading in Europe for over 160 years. Booker's grocery wholesale warehouses serve the needs of traders and do not welcome end-consumers into their trading premises. Small traders need to be Booker members to avail of the firm's facilities.

The objective of this study is to identify what types of retailers who interested and buy at Booker Cash and Carry. This is due to the problem that

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1.0 INTRODUCTION

1.1 Background of The Study

Intense competition in food / grocery distribution, making survival of the small traders even more doubtful. Also with the mushrooming of hypermarkets and supermarkets make the small traders even more difficult as many customers are now shifted to go to these hypermarkets and supermarkets which offer them wide selection of merchandise with relatively cheaper price plus the convenience during shopping with attractive atmosphere.

Booker is Europe's largest grocery wholesaler and has been trading for over 160 years. Booker success is built on a dedication to meeting the needs of small, independent retailers and caterers. Booker's worldwide sales last year as over RM18, 000 million.

Booker is the modern wholesaler who works in partnership with small traders. The existence of Booker is to serve and help these small traders to compete in the market.