



**“A STUDY ON THE FACTORS THAT INFLUENCE PUBLIC AWARENESS
OF MESRA CONVENIENCE STORE”**

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EXECUTIVE SUMMARY

This study is entitled **“THE STUDY ON THE FACTORS THAT INFLUENCE PUBLIC AWARENESS OF MESRA CONVENIENCE STORE “**. PETRONAS Berhad is the multinational company that led in oil and gas industry at Malaysia. As we know at PETRONAS retails or petrol stations there have a store called MESRA Convenience Store. The function of this store is similar with other convenience store like 7-eleven and so on which provided goods. This study will examine the factors that can influence public awareness to MESRA Convenience Store in order to compete with others convenience store. So, MESRA Convenience Store was found that location of their outlets, layout and design, selecting the inventory for product placing, selecting the supplier for product selling and additional services such as ATM machine provided are the factors that can influence public awareness of MESRA Convenience Store.