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A STUDY ON HARUMANIS CASH & CARRY
SUPERMARKET

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Executive Summary

This paper presents the operation management of Harumanis Cash & Carry supermarket, operated by Harumanis Trade Properties Sdn. Bhd. (hereafter refer to as HARUMANIS) in Dungun, Terengganu that commenced its operations on 2nd November 2002.

The group analyzed the operation management of HARUMANIS with the objective of providing the advisory services for the improvement of managing the supermarket. The recommendations of the study can be used as a reference for HARUMANIS management in particular, and to any aspiring entrepreneurs who wish to venture into retail business in the future, in general.

The external and internal environment analysis showed that the potential for operating a supermarket in Dungun is viable. The study on the demographic of Dungun on the income level, age group, education, gender mix, and the size of the market concludes that the retail business opportunities are booming. Hence, a lot of potential for market penetration.

Evaluation on HARUMANIS future growth and success via its projected sales level, the cash flow position and financing demonstrated the capability of HARUMANIS to grow and prosper. For the initial year, sound management of the cash flow is needed to ensure efficient timing and utilization of funds. A 5-year projection is crucial for the company to chart its business plans in the near future.

The group also was of the view that several management tools should be used in managing the operations of HARUMANIS; they include the Management Dashboard, performance measurement system, business review process and other feedback mechanism that will be of assistance to make the business grow as planned.

Market research carried out revealed that the customers were generally happy with the current services rendered by HARUMANIS. Nevertheless, there are still areas for improvement. In the final analysis, HARUMANIS must always be on the lookout for opportunities to stay ahead of the competitors. Continuous improvement will be the key for its future success.