



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE CHALLENGES IN MANAGING AND MAINTAINING RETAIL
BUILDING IN SUNGAI PETANI, KEDAH**

**Submitted in partial fulfillment for full award of Bachelor of Estate
Management (Hons)**

NURHANIS BINTI HASLI

2021832784

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ABSTRACT

Research aims to identify the challenges in managing and maintaining the retail building in Malaysia. To determine the impact of poor management and maintenance of retail building. The research objectives of this study have been achieved. In order to identify the challenges and the impact of having poor management and maintenance of retail building a study on previous research has been done. The secondary data was used in this study which is by using article, journal and many more. In addition, the primary data also has been adopted into this study where an interview sessions have been conducted with the property manager and facility manager. The qualitative method analysis have been adopted in order to analyse the data collected. The collected data have been analysed by using the NVivo Software. Hence, the answers that provided by the respondents have been categorized and outline as controlling budget, dealing with emergency breakdown, do an inspection, ensure the maintenance routine are carried out on time, ensure the safety and security of the building, handling complaints, have a good communication, increasing building value, need to follow top management decision, planning a strategy to attract customers, planning a strategy to stay relevant among competitors, decrease in sales and safety hazards. Furthermore, the impact of having poor management and maintenance of retail building are decrease in sales and safety hazards. The objective of this study has been accomplished successfully by the researcher where the challenges of managing and maintain the retail building has been determined and able to identify the impact of having poor management and maintenance of the retail building. Last but not least, the researcher also has summarised the challenges and the impact from the data collected. The researcher also explained the limitation during conducting this study.

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CHAPTER 1

INTRODUCTION

1.1 Introduction and Background

A retail establishment known as a hypermarket combines a department store and a supermarket for grocery items. Hypermarkets, which are frequently involving very large businesses, sell a wide range of goods like appliances, clothing, and groceries.

A hypermarket, according to the Webster dictionary (1993), is a superstore that combines a supermarket and a department store where typically products like apparel, furniture, appliances, and electronics are sold, as well as additional select product lines like paint, hardware, toiletries, cosmetics, photographic equipment, jewellery, toys, and sporting goods. The result is a very large retail facility that carries an enormous range of products under one roof, including full line of groceries and merchandise (IGI Global, n.d)

Nonetheless, Malaysia also have lists of hypermarkets. According to the Department of Statistics Malaysia, there are around 334 hypermarket outlets spread throughout 14 states in Malaysia. This number is rising quickly and has altered the productivity and viability of the entire retailing business.