

MARA INSTITUTE OF TECHNOLOGY
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(RETAIL MANAGEMENT)

**A STUDY ON
CUSTOMER PERCEPTIONS TOWARDS THE
HANDLING OF FRESH MEAT
AND SEAFOOD AT
HANKYU JAYA SUPERMARKET**

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EXECUTIVE SUMMARY

Perception is the process by which consumer attach meaning to incoming stimuli by forming mental, pictures of persons, places and objects. Quality is communicated by choosing those physical signs and cues that people normally used to quality. Freshness of fresh meat and seafood, sold in supermarket play an important role in consumer behaviour such as choice of store is influenced by their perceptions of those stores. The effective method of handing fresh meat and seafood to maintain freshness of the product.

The objective of this project, is to study about how the customer perceive, handing fresh meat and seafood in Hankyu Jaya Supermarket.

In chapter one I will discuss about definition of retailing and supermarket operation.

Chapter two will discuss about literature review on customer perception, determing fresh meat and seafood and handing process by fresh meat and seafood department.

In chapter three there will discuss on methodology of the research. The information is gathered from primary data and secondary data.