



**SCHOOL OF BUSINESS AND MANAGEMENT  
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**A STUDY ON THE EFFECTIVENESS OF  
WINDOW DISPLAY IN ATTRACTING CUSTOMERS TO  
FOKUS STORE PANTAI DALAM**

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## **EXECUTIVE SUMMARY.**

NRC DISTRIBUTION SDN. BHD. (Formerly known as Pemas Edar Sdn. Bhd.) has developed one step further suitable with its privatization by forming Fokus Banner Store franchise. The new type of retail store is trying to change people perception of how retail industry in Malaysia.

Scope of this study however will focus on the effectiveness of window display in attracting customer's attention. Through the observation the management need to improve their promotion technique especially for the window display. Several changes could make the store look more attractive.

Sixty questionnaires were distributed for these study purposes and the results were processed using SPSS software program. From the findings, it shows that window display able to attract customer attention and encourage them to make a purchase

At the end of this report, include a conclusion and recommendations, which might be useful for the management of NRC Distribution.

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