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## **EXECUTIVE SUMMARY**

The shopping centre represents one of the most socially influential forms of real estate. In relatively short time, the industry has changed national and international retail distribution systems, shopping habits the world over, and the character and growth of the communities and neighborhoods in which they are located.

In order to increase their profit, PERNAMA has set up a neighborhood shopping centre at one of their target market places, which is Kem Wardieburn. The neighborhood shopping centre is called LAMANIAGA PERNAMA and acts as an anchor tenant.

With the new concept, it is important to know how the customer perception towards the LAMANIAGA PERNAMA. This is because how the perception of the customer will influence their buying behavior. The customer will usually perceive towards the price, product availability, service provided and also on the store ambiance.

The objectives of this study are to study on the customer perception towards LAMANIAGA PERNAMA, to identify the weaknesses and strengths of the place in meeting the customer satisfaction, to identify whether there is a difference between the sales of PERNAMA before and after LNP has been

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