UNIVERSITI KEBANGSAAN MALAYSIA

REPOSITIONING ANGGERIK MALL INTO FURNITURE MALL: SHOPPERS PERSPECTIVE

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MBA

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UNIVERSITI KEBANGSAAN MALAYSIA

Graduate School of Business

MASTER OF BUSINESS ADMINISTRATION

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EXECUTIVE SUMMARY

Malaysian economy over the last ten years has been facing some huge transformation with rapid growth which have led a booming towards the retail businesses in the country. This has resulted an increased number of mall development that take place not only in the city but also in the suburban town. In relation to this competition became more intense among mall operators which resulted an increased number of deserted Malls and empty retail spaces in Klang Valley. Due to this, Anggerik Mall which is located at sec 14 Shah Alam Selangor has been selected as a research subject because it is own by MARA and this research is mend to proposed to MARA as a solution that could resolve Anggerik Mall problem of lack in customer patronage. This research also attempts to identify the feasibility and success factor for repositioning Anggerik Mall from Generic Mall into Specialty Mall. One concept that will be tested whether customer in Klang Valley especially Shah Alam can accept it or not is the Furniture Mall concept.

The findings of this study will be used to assist MARA to take what ever that needs from improving the facilities, promotions and even the outlook of the Mall.

CHAPTER 1

INTRODUCTION

UNIVERSITI KEBANGSAAN MALAYSIA

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The mall development in Malaysia is expected to grow concurrently with growth of income percapita of Malaysian people. Malaysian private consumption had increased in a faster pace at 5.1% at every each year (Pricewaterhouse 2005). This is followed by the increased in retail space by 20% annually in recent years (Othman and Lim 1997). The number of shopping malls in Malaysia and their total gross building area are expected to grow at about 20 percent by the end of 2010. This is similar to the 20 percent growth experienced in the first half of 2008 compared with the same period in 2006, where the total number of shopping complexes reached 260 and total gross area was 144.6 million sq ft. (Ganesan, 2008).

According to Valuation and Property Services Department's National and Property Services Department's National Property Information Centre (NAPIC) by the end of March 2008, there were 169 shopping complexes in Klang Valley (92 in Kuala Lumpur, 73 in Selangor and four in Putrajaya) offering a total of 41.4 million sq ft of mall retail space and 73% of the malls are either fully occupied or have at least 80% occupancy rate.

Therefore, the competition to attract customers to shop and become patron to the mall is vital to every mall management. A mall has to be able to keep pace with the latest shopping trends, having good tenant mix, a good management team and be well promoted (Anon, 2003). Mall Management have to focus on the total shopping experience and differentiate themselves from competitors. This will lead to customer satisfaction and loyaty (Joseph, 2003).

1.2 COMPANY BACKGROUND

Figure1.1: Anggerik Mall Building

Anggerik Mall (AM) is located in Shah Alam, the capital of Selangor, which is well connected to Subang Jaya, Petaling Jaya, Kuala Lumpur and Klang via extensive network of highways and expressways. Since gaining its city status in 2000, Shah Alam has enjoyed a monumental population growth rate. The number of residents in Shah Alam has risen to more than 200% increase since year 2000. With the increased number of population and due to its strategic location, Shah Alam has emerged as one of the fastest growing cities in the Klang Valley (Dalilah, 2008).

The main strategic area in Shah Alam is the City Centre in Section 14, where most of the commercial businesses operate. Nevertheless, Shah Alam is not known as a shopping heaven because it does not have large shopping complexes except for a few medium sized including the Anggerik Mall. Unlike any other shopping complex, Anggerik Mall is owned by Majlis Amanah Rakyat (MARA) and has been operating since Febuary, 2007 with an objective of promoting Bumiputra's products.

1.2.1 MARA (Majlis Amanah Rakyat)

The **Majlis Amanah Rakyat** (Malay for Indigenous People's Trust Council; commonly abbreviated as **MARA**) is a Malaysian government agency. It was formed to aid, train, and guide Bumiputra (Malays and other indigenous Malaysians) entrepreneurs in the areas of business and industry.

MARA was formed on March 1, 1966 under the Rural and National Development Ministry under the Parliament Act, No. 20, 1966 MARA. It was entrusted with the responsibility to promote, stimulate, facilitate and undertake economic and social development of the people particularly in the rural areas. Although it is an autonomous government agency, in 2004 it reports to the Minister of Entrepreneurial and Cooperative Development, who appoints all MARA Council Members. Besides state-level offices in the 13 states of Malaysia and the Federal Territory of Kuala Lumpur, MARA also operates two offices overseas; one in London, England and another in Washington D.C. United States of America.

Objectives

To encourage, guide, train and assist Bumiputera entrepreneurs to participate actively and progressively in small and medium scale commercial and industrial enterprises towards creating a strong and viable Bumiputera Commercial and Industrial Community (MPPB – Masyarakat Perdagangan dan Perindustrian Bumiputera).

Strategies

- Create and increase the number of Bumiputera entrepreneurs and upgrade their level of participation in the small and medium scale commercial and industrial enterprises towards creating a strong and viable Bumiputera business and industrial community

- Participate actively in specific commercial and industrial enterprises through investments and management in companies as a means of nurturing and promoting Bumiputera participation in commerce and industry.
- Increase the number of trained Bumiputera manpower at all levels and in various fields for the need of the nation's commercial and industrial sectors.
- Provide other facilities and services where appropriate and become trustee in areas which can help raise the social and economic standard of the bumiputera community directly or indirectly.

Types of MARA Business Centre

Under the administration of Business Development Infrastructure Department, MARA provides several categories of business premises such as:

- Bazaar
- Arcade
- Shop Houses
- Plaza / Complexes
- Workshops
- Factory
- Bistro

1.2.2 Anggerik Mall Shopping Complex

Located in the heart of Shah Alam City Centre, Anggerik Mall is a 3 tier building comprising of ground floor, first floor and second floor. With about 99 shop lots in the building with a total area of 1.16 hectare, the ground floor and first floor of AM has been reserved for business operations shop lots including food court (*see Appendix1: AM Floor Layout*). Meanwhile, the second floor is set aside for MARA State and District offices.

In conjunction with its objective to provide facilities, infrastructures as well as business opportunities to Bumiputera entrepreneurs, Anggerik Mall has come up with a business theme of "women heaven". This is meant to differentiate it with the nearby shopping complexes, whereby most of the products sold by the tenants are of women related. The products offered are women attires, textiles and handicrafts. (*see Appendix 2: AM Tenant List)* The Anggerik Mall is managed by MARA Negeri Selangor, whereby all activities and promotions are organized by the MARA district office. The Infrastructure Development Department is responsible in managing and promoting Anggerik Mall and the manager in charge is En. Mohamad Fadzil bin Ismail.

Some of its functions are as follows:

i. To provide premise facilities for business and industry according to recent trend and current needs.

ii. To enhance and improve current programs and develop Small and Medium Enterprise (SME) companies which can provide better products and services with higher added value for the global market.

iii. To improve the image of the premise and business lot through a systematic promotions program and landscape.

iv. To increase the entrepreneur ability in managing businesses especially in the aspect of production and marketing in order to develop K-entrepreneur through Tenant Development Programs.

Parallel to its objective, MARA has provided many shop lots with reasonable rental cost as low as RM300 per lot per month (according to the size of the shop lots, i.e. square feet). Even though the number of tenants moving out of the Anggerik Mall is quite high, they will always be replaced by other new tenants and the shop lots will never be left empty without occupant. This is because there are so many entrepreneurs waiting in line for their turn to be do business there.

1.3 THE MALAYSIAN FURNITURE INDUSTRY

The Malaysian Furniture industry has come a long way from its humble beginnings as a traditional, domestic cottage-based production in 1980s to a technoliogically advanced multi-billion ringgit industry today. The Malaysian furniture industry is a sigificant contributor to the nation's export earnings. From RM 371 million recorded in 1990, this amount has since increased to RM 4.9 billion in 2009 (MFPC Buletin Oct 09). With the furniture industry gearing towards a high technology production capacity and increasing emphasis placed on design, the Malaysian furniture industry has the potential to achieve the amount of furniture exports. Increased productivity, market expansion and aggressive promotional efforts are also instrumental in increasing Malaysia's furniture exports.

Malaysian furniture has long since made its way in the homes, offices and commercial outlets in over 160 countries worldwide. Ranked at the 10th largets furniture exporter in the world, 3rd in Asia and 2nd in ASEAN, these statistics are testimony to the popularity and quality of Malaysian furniture (Asean Statistical Yearbook 2009).

Malaysia is a heaven for natural resources, specifically timber, which is key material used in furniture production. Sustainably managed forests and stringent controls on timber certification ensure a continuous supply of timber. Raw materials, together with a skilled workforce, cutting edge production technology, eficient transportation network, world class logistic infrastructure and state-of-the-art telecommunications network facilities enable Malaysia to grow rapidly as a furniture producing nation. Most of all, this combination of factors have moved the furniture industry towards producing high quality brand names at competitive prices. Malaysian furniture also bears an assortment of quality and charter marks as well as ISO certification.

Based on export profile, wooden furniture makes up the majority of total Malaysian furniture exports, comprising of 81.7% of total furniture exports. This is followed by metal furniture which comprises about 8.2% of total furniture exports. Other categorisations of furniture include plastic, rattan, mattress and glass. Furthermore most of the furniture are hybrids of two or more types of materials, with wooden/metal furniture bering most commonly produced (MFPC Buletin Oct 09).

1.3.1 Furniture Industry Technology Center (FITEC)

FITEC is a company form under Majlis Amanah Rakyat to provide and be a facilitator in training, research and development for the purpose of producing Bumiputera entrepreneurs in furniture industry with ability to compete in domestic and international markets. Head by a lady CEO, Pn Sarimah bt Mohd Shabudin.

According to Pn. Sarimah bt Mohd Shabudin the former CEO of FITEC, they have been given a budget by MARA/Economic Planning Unit, JPM to help the Bumiputera Furniture Entrepreneur especially in providing facilties and handling programmes and activities. Among the facilities and activities provided by FITEC are:-

i. Workshop at Jalan Kg Batu Muda, Kuala Lumpur with a size of 20,000 sqf, fully equipped for industrial training together with lecture hall, library, Gallery, Computer Lab and Hostel.

ii. On Shelve protoype and Design.

iii. Industry Training which include Manufacturing, transfer of technology, E-commerce and Apprentice programme.

iv. Industrial Services that involve with technical assistance and consultancy services, Promotion outlet, Trade visit and production development programme.

v. Research and Development

vi. Design Resource Center which provide Bumiputera Entrepreneurs with design awareness, design development programme, branding and product development.

FITEC have been actively involved in developing the Bumiputera Furniture Entrepreneur Development since 1984. As at 31st of March 2010 FITEC have registered a total of 206 Bumiputera Vendors and Entrepreneurs that involve with furniture businesses and manufacturers all over Malaysia. According to Pn Sarimah, FITEC have been endorse by the Economic Planning Unit of JPM that FITEC are to be given a budget of about RM 25 million for the 10th Malaysia Plan to set up 5 Furniture Mall in Selangor. This budget will be given through MARA and FITEC is responsible to spearhead the project.

However according to Puan Sarimah, there will be some problem of implementation if the budget is approved by the MOF (Ministry of Finance). They expect to get around RM 5 Million from the MOF to setup the Mall . According to En. Nasaruddin bin Mat Ibrahim the R&D Manager of FITEC, they will need at least RM 25 million to build a new Mall with a size of minimum 30,000 sqf.

1.4 SHAH ALAM CITY CENTRE

Shah Alam is the capital city of Selangor and situated within Klang Valley area. Located 25km from Kuala Lumpur, the capital city of Malaysia and 15km from Port Klang, it is surrounded by big cities such as Subang Jaya (Satellite City), Klang (Royal City) and is fairly close to Putrajaya (City of Federal Administration) and Cyberjaya. Therefore, Shah Alam is considered as a modern township.

Shah Alam Area	:	290.3 sq. km
District	:	Petaling and part of Klang
Number of citizen	:	584,000 people
Number of property owners	:	123,885 units
Sections	:	56 sections

Shah Alam is divided into three regions that are North, Central and South. The central region is considered as the city centre of Shah Alam which covers from section 1 to section 14. Most of the commercial buildings are located at section 14.

The ongoing development of Shah Alam after 21 years of establishment has brought it to its present city status. Thus, Shah Alam Municipal Council was upgraded to Shah Alam City Council on October 10, 2000. The glorious declaration ceremony, which incorporated the Malay culture and tradition was held at the Shah Alam Square (Dataran Shah Alam) and Y.Bhg. Dato' Hj. Abu Sujak bin Hj. Mahmud was appointed as the first Mayor of Shah Alam.

Figure 1.1 : Map of Selangor

The Ministry of Housing and Local Government agreed to upgrade Shah Alam to its city status after the city fulfilled the following standard requirements:-

1) **Being the Capital City of the state,**

2) **Population of over 400,000 people,**

3) **Being the Capital Centre for administration, business and commerce, and**

4) **Annual Revenue of more than RM100 million.**

Shah Alam is managed by the Shah Alam City Council (SACC), which was formerly known as the Shah Alam Municipal Council (SAMC). SAMC was established on December 7, 1978 in collaboration with the proclamation of Shah Alam City as the state capital of Selangor Darul Ehsan. On October 10, 2000, SAMC was then upgraded to Shah Alam City Council (SACC) in conjunction with this state capital of Selangor becoming a City.

With an estimated annual income of RM180 million, SACC has the capacity to provide a wide range of functions and services. Among the services provided by SACC include urban services, physical development planning, licensing facilities and law enforcement. However, the roles of the local council have been changed gradually over time. Currently, it does not only involve council services and physical development but also development of social, sports, culture and humanities. All these are carried out with the Local Agenda approach.

1.4.1 Objectives of Development

Shah Alam was developed with these objectives:

1. To function as a self-contained city,

2. To function as the administrative centre and state capital of Selangor,
3. To create adequate development opportunities towards the achievement of the New Economic Policy, the National Development Policy and Vision 2020 and to be the most environmentally-friendly city in Malaysia,
4. To complete development with ample modern-day amenities, and
5. To establish a systematic approach to development, which optimize land utility and other resources.

1.4.2 Population

Estimated residents of Shah Alam:

YEAR	TOTAL RESIDENTS (people)
1985	41,614
1990	130,000
1995	177,981
2000	395,637
2005	433,400
2010	494,400

* Source: Shah Alam City Council Planning Department, 2006

1.4.3 Education

Besides the primary and secondary schools in almost every section in Shah Alam, there are also several higher education institutions such as Universiti Teknologi MARA (UiTM), Universiti Industri Selangor (Unisel), Management and Science University (MSU), Monash University branch and also Institution for skills development such as Polytechnic and Centre for Instructor & Advanced Skill Training (CIAST).

1.4.4. Transportation and Communication

As Shah Alam is located in the Klang Valley, it is vital that it is fully equipped with an extensive network of roads. Three main expressways, namely the Federal Highway, New Klang Valley Expressway and the Kelang Shah Alam Expressway form the connecting link to all the central, north and south bound highways. With this Central-North-South network in place, it is not necessary for expressway users to take the city routes as their only access to Shah Alam.

Shah Alam is only 50km distance from the Kuala Lumpur International Airport (KLIA) and 25km away from West Port, Klang. This gives visitors the option of making transit stops at Shah Alam before continuing their journey to domestic or international destinations. Shah Alam is easily accessible from Kuala Lumpur, Klang, Sepang, Putrajaya and its surrounding areas by common modes of transportation such as buses, taxis and trains.

1.4.5. Lifestyle

Life in Shah Alam is very much like other places in Malaysia where people from multiracial live in harmony, and making the best out of the city. However majority of Shah Alam community practices malay tradition way of living.

1.4.6 Entertainment

The State Government is against the issuance of licence for operating entertainment related premises here. The reasons for not allowing the establishment of entertainment related premises here were to curb unhealthy elements and social problems. Besides cinemas, the government also rejected other forms of entertainment such as night clubs or pubs and funfair unless it is in the form of educational entertainment.

1.4.7. Sports and Activities

Also known as sports city, the Shah Alam Stadium is one of the biggest in Southeast Asia. The stadium comes with a measurement of 155,000 square meters and maximum crowd capacity of 80,000 people. Parking is not much of an issue there, with its 6,600 parking bays for cars and 3,552 motorcycle parking lots.

Next to this premier stadium is the Malawati Indoor Stadium, with a crowd capacity of 13,000 people. Another sports complex in the area, the Aquatic Sports Complex, holds two indoor Olympic-size swimming pools and one swimming pool for the public. Apart from these, the City Council has built some halls meant for indoor sports and recreational activities in some of the sections. There are also ample fields for football, as well as other sports activities.

1.4.8 Shopping Complexes in Shah Alam

Shah Alam has few shopping complexes such as:

1. PKNS Complex - a vibrant shopping complex which lives up to its mission in being a one-stop shopping cum entertainment centre.
2. Shah Alam City Centre (SACC Mall) - a superb infrastructure and amenities, apart from the scenic surroundings.
3. Plaza Alam Sentral - a favourite and largest retail destination and a unique shopping mall that house broadcasting and recording studio.
4. Shah Alam Mall (Section 9) – a mall that always buzzing with promotion activities and entertainment, such as traditional dance shows, appearance by popular singing artistes, product launches, festivals and contests.

5. Ole-Ole Shopping Complex (Section 18) - the most recent shopping with interesting entertainment facilities such as bowling centre, karaoke and computer games.
6. I-City (Section 7), which is still under development and expected to start operation in 2011. It will be the first digital mall in Shah Alam with every information and communication technology facilities provided.
7. Anggerik Mall – established in 2007 by MARA.
8. Other supermarkets and hypermarkets such as Tesco, Giant, Bintang, Mydin, and E-mart.
9. Furniture Store in Shah Alam are still very low in numbers. There are still no furniture store that big enough to cater all sort and range of brand and model that could call as a furniture mall. The nearest furniture store to Anggerik Mall is KK Furniture Store at SACC Mall. But the size is small and cater only for high income group people. Most furniture store in Shah Alam offer the Bali, Arabic and Italy type of furnitures.

1.5 RESEARCH BACKGROUND

This research is done as for the concern of the government effort in achieving 30 percent effective Bumiputera equity ownership by 2000, but this goal was extended to the year 2010 as stipulated in the Third Outline Perspective Plan (OPP3), 2001-10. The Malaysian government has been and continuously being supportive of entrepreneurship programs. It has taken various steps to promote the development of entrepreneur in general, including providing a conducive economic environment, various financing and funding scheme, tax incentive as well as business advisory centres. One of their efforts is through programs and activities planned and conducted by MARA (M. Ariff and Syarissa 2001).

Anggerik Mall has been developed to provide products categorized for women, from head to toe, the Mall still has not achieved its target to supply all the products and services related to them. The products offered by the tenants lack varieties which fail to give customers the opportunity to choose the best and meet their needs. Not only that, there are also complaints from tenants as there are insufficient promotions done by Anggerik Mall to make the public aware of their existence. Thus, they could not generate the expected revenue when there are not many shoppers visiting the mall. When the sale is low, many tenants gave up and shut down their businesses. As a result customers who came looking for the same products sold by the same tenants will become dissatisfied and they might not patronize the mall again.

Today, retailers are facing a "world of extremes" characterized by unprecedented complexity, intense competition and marketplace polarization. Customer expectations for what constitutes a satisfying shopping experience continue to rise, (Joseph, 2007), thus providing a shopping complex per se is not enough in creating shopping experience to customers which leads to customer satisfaction and patronage. Meanwhile, more efforts need to be initiated so as to attract customers to come and shop, and develop a great shopping experience.

Lately, the need to create value for customer in the form of experiences has become an important agenda for every manager. According to Berry, Carbone and Haeckel (2002) managing experiences is not only providing entertainment or being engagingly creative but more than that. Managing experience starts from the expectations they have before the experience occurs to the assessments they are likely to make when it's over. Hence, this study would like to identify the significant of mall facilities, products and promotions towards developing customer total shopping experience which then would develop customer satisfaction, customer loyalty and patronizing the mall.

The decision to patronize a shopping Mall usually starts with a set of characteristics or attributes that consumers consider important to them. Consumers use these attributes to determine which stores can cater to their needs. According to Engel, Blackwell and Miniard (1995), environmental dimensions such as air quality, lighting, layout, carpeting, aisle width and placement are the physical store attributes that can be used to project store image and influence store choice. Since retailing industry is in stiff competition, mall manager must understand the importance of the environment and what can be done to influence store patronage. Therefore, mall managers must know how to identify the important factors that can attract customers to visit and shop in their mall and to influence store patronage. Today's retail market is characterized as being more competitive, effective strategies have to be develop in order to gain competitive advantage. Thus, the need to reposition Anggerik Mall as one of the prominent mall in Shah Alam is due to the above reasons.

1.6 PROBLEM STATEMENT

Since its first launched in february 2007, Anggerik Mall has been facing with so many complaints and comments either from the tenants, patrons and politicians. Most of the complaints and comments are about lack of customer and patron to shop at Anggerik Mall. Anggerik Mall was built with a budget of RM 10 Milliion with a capacity to accomodate 115 tenants. The building has 4 level in which the 2nd and 3rd level is being occupied by offices. The retail lots were at the ground and 1st level. The number of retail lot at Anggerik Mall are 72 lots. On the other hand SACC Mall, Plaza Alam Sentral and Wisma PKNS have retail lots more than 200 Lots. Size really does have impact in getting customer attention and attraction. If compared with SACC Mall, Wisma PKNS and Plaza Alam Sentral, Anggerik Mall is consider small interms of number of retail lots available (perhaps the smallest mall in Klang Valley). Many factors may cause the lack of patrons to Anggerik Mall, but size really impacted a lot. Infact there are cases where MARA have approaches company like Mydin Wholeseller, MPH Book Store, Fast Food operator like Burger King, they interested with the location of Anggerik Mall but they rejected to stay at Anggerik Mall even with an offer packages. The resason they rejected the offer is simply because the space are not big enough for them.

This setback had really jeopardize MARA Plan to upgrade Anggerik Mall which in the end MARA have decided to change the concept from Womens Heaven to Digital Mall. The changes of concept was later launched by the former Minister of Entrepreneur and Coperative Development, Datuk Seri Noh bin Hj Omar in April 2009. Later in May 2009, MARA took another big step by privatising the management of Anggerik Mall and in 1st August 2009 the new privatised Management which called Inno Elegan Sdn Bhd took over the building from MARA officially.

The took over however was not welcomed by the existing tenants with fear that their tenancy will be terminated. Complaints and objections has been made through all mainstream media publicly and Anggerik Mall have been badly hit and portrayed with bad image ever since it was launched. This issue later became intense that catches the Minister of Rural and Territory Development, Y.B. Dato' Seri Mohd Shafie bin Hj Apdal to interfere the mater. This resulted the Anggerik Mall management to absorp all the existing tenants and to offer them another 3 years extension of tenancy. The tenant were required to pay their rental promptly to the new Management and the matter should be resolved. Nevertheless it does not settle. The tenants still grumbling eventhough all their request have been fulfilled. This time they complaints about lack of patron to Anggerik Mall.

In view of this, something has to be done to solve this issue once and for all. This is where the idea of repositioning arise. Infact with the upcoming opportunity where MARA Selangor might get an allocation of budget of RM 25 Million to set up a furniture mall in the 10th Malaysia Plan in which Economic Planning Unit have endorsed for for the budget to be approved by The Ministry of Finance. Infact the Prime Minister had announce in recent 10th Malaysia Plan in the Parlimen and MARA had been approved with a budget of RM 3 bllion and the furniture mall is included under the budget approved list.

However does residents around Klang Valley especially Shah Alam can accept the repositioning of Anggerik Mall into Furniture Mall? Would they patron regularly at Anggerik Mall Patron after the repositioning take place? Does the Furniture Mall existence fulfill the Shah Alam or Klang Valley patrons needs for furniture? These are the questions that this research will try to resolve.

1.7 RESEARCH OBJECTIVES

This research have actually 3 main objectives in which:-

i. To examine the extent to which the repositioning Anggerik Mall into Furniture Mall contribute towards customer patronage.

ii. To identify customer preference of furniture for the Furniture Mall in Shah Alam

iii. To examine factors influencing consumer patronage of furniture store.

1.8 SCOPE OF STUDY

This research focuses on the perception of customers towards the repositioning of Anggerik Mall that would lead to customer patronage. The respondents that will be selected are from Klang Valley and majority are customer who came to shop, attending seminar or courses or patron to Anggerik Mall.

1.9 SIGNIFICANCE OF STUDY

The results of the study can carry significant managerial implications especially for MARA Higher Management. The study will provide a better understanding to MARA Higher Management about patronage motives which enable them to develop appropriate retailing strategies to satisfy customers.

1.10 LIMITATION OF STUDY

Some of the problems that might occur during this research are:

i. **Time factor.**

This research was conducted during the time of economic crisis where people normally will spend less and prone to save more. Due to the current situation, they tend to make fewer trips to the mall and are likely to spend less time there. Therefore, the results obtained might have been biased in terms of the number of times respondents went out shopping and the amount of money they spent or willing to spend.

ii. **Lack of research done on this particular area.**

There are only a few researches that had been carried out on the topic of repositioning shopping mall in Malaysia. As such, some of the data gathered are related to the shopping malls of other countries and few articles in newspapers and magazines.

1.11 DEFINITION OF TERMS

Mall: any large shopping centre (usually enclosed) with a climate-controlled between two facing strips of stores.

Shopping Centre: A group of retail and other commercial establishment that is planned, developed, owned and managed as a single property.

Shopping Experience: A memorable and unique interaction created specifically appropriate to the customer's needs and wants.

Customer Patronage: Supports or loyalty given by customers towards a product or services.

1.12 LIST OF ABBREVIATION

AM : Anggerik Mall

ATM : Automatic Teller Machine

BPI : Bahagian Pembangunan Infrastrutur

MARA : Majlis Amanah Rakyat

MPPB : Majlis Perdagangan dan Perindustrian Bumiputera

PAS : Plaza Alam Sentral

PKNS : Perbadanan Kemajuan Negeri Selangor

SACC : Shah Alam City Centre

SAMC : Shah Alam Municipal Council

SPSS : Statistical Package of Social Science

1.13 ORGANIZATION OF THE REPORT

This study is organized into six main chapters as follows:

Chapter One: Introduction

This chapter covers a background study on retail industry, shopping malls, furniture industry in malaysia and Shah Alam market and growth potential. Brief description about MARA and details about the objectives, scope significance and limitation of the study.

Chapter Two: Literature Review

This chapter discusses on subjects that are related to the research base on secondary data such as journal, magazines, newspaper, books etc. It discuss the other authors opinion towards the retail industry, malls positions, repositioning, relations of shopping experience and store patronage.

Chapter Three: Research Methodology

This chapter describes the methodology applied while doing the research.

Chapter Four: Research Framework

This chapter outlined the research framework based on the literature review.

Chapter Five: Findings and Analysis

This chapter explained the findings from method used i.e. interviews, observations and questionnaire. It clarifies the findings of questionnaires using SPSS software whereas SWOT analysis and Porters' 5 forces are based on interviews conducted with Anggerik Mall administrators.

Chapter Six: Conclusion and Recommendations

This chapter described the conclusion based on data findings and analysis and several recommendations focusing on strategizing the facilities, product, promotions and mall management.

CHAPTER 2

LITERATURE REVIEW

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CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The term "shopping center" has been evolving since the early 1950s. Given the maturity of the industry, numerous types of centers currently exist that go beyond the standard definitions. Industry nomenclature originally offered four basic terms: neighbourhood, community, regional, and superregional centers. However, as the industry has grown and become more matured, more types of centers have evolved and these four classifications are no longer adequate. Dunne and Lusch (2005) define shopping centre or mall, as a centrally owned and/or managed shopping district that is planned, has balance tenancy (the store complement each other in merchandize offering) and is surrounded by parking facilities.

The purpose of shopping centre is to create a convivial atmosphere for shopping. It is therefore important that the centre is managed to create the best image possible, with the result that customers are encouraged to return time after time (Harris, 1988). Besides, mall represents a unique form of shopping environment. Malls have become a social place in which people converge to engage not only in buying activities, but also in social activities, such as going to a movie, having food or a meal out, getting together with friends or family, hair styling, and etc. (Zafar U. Ahmed, 2007).

The attractiveness of a shopping centre depends on the types of shops found there (the tenant mix) as well as on the design and appearances of the buildings. In general, a centre try to offer a range of chain store's together with same local independents such as a specialty shops or retailers selling craft good or products associate with the town or region. Their purpose is not only to meet the shopping expectations that are cultivated by national advantage, but also to be sufficiently different from other centres in the region so that they can create their own distinctive identity.

2.2 MANAGING A SHOPPING MALL

The retail industry in Malaysia is expanding in due to the increased number of large shopping complexes which create competitions. Thus, in order to compete, the malls need to be managed strategically in line with customers' needs and wants especially the hedonics consumptions. Sanjeev Dasgupta, CFO, Kshitij Investment Advisory Company Ltd says, "Mall management involves a gamut of functions. It basically revolves around management of facilities like housekeeping, security, marketing, and tenant relations. So it exists in three parts – firstly the physical upkeep of the asset, secondly the branding of the asset and thirdly maintaining the tenant relations, (Monil, 2008).

Debarpita Roy, N. M. (2007) determine that mall management broadly includes:

- Positioning a mall,
- Zoning – formulating the right tenant mix and its placement in a mall,
- Promotions and marketing,

- Facility management – infrastructure, traffics and ambience management, and
- Finance management.

Basically the above factors can be divided into two categories that are Software and Hardware. The software reflects the human effort such as the location and its design, while the hardware reflects the physical attributes of the mall such as the facility, promotion and tenant mix, and anchor tenant (Anon 2003). Nevertheless, only some of the above factors will be used in the research study which consists of positioning of the mall and zoning.

2.2.1 Positioning

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market (Kotler & Keller, 2009). Positioning helps potential customers understand what is unique about the company and its products relative to competitors (Gilbert and Gary, 2004).The goal is to locate the brand in the minds of consumer to minimize the potential benefit to the firm. Positioning requires that similarities and differences between brands can be defined and communicated. Specifically, deciding on a positioning requires determining a frame of reference by identifying the target market and the competition, and identifying the ideal point-of-parity (POP) and point-of-difference (POD) brand associations. PODs are attributes or benefits consumer strongly associate with a brand, positively evaluate, and believe that they could not find the same extent with competitive brand. POPs in contrast are associations that are not necessarily unique to the brand but may in fact be shared with other brands (Kotler & Keller, 2009).

Retailers try to position their stores in such a way that they obtain a defendable and sustainable market position (Oppewal and Timmermans, 1997). Levy and Weitz (2001) define retail positioning as the decision and implementation of a retail mix to create an image of the retailer in the customer's mind relative to its competitors.

When talks about brand positioning, it involve two type of strategy :-

i. Differentiation Strategy
ii. Marketing Strategy

Differentiation Strategy basically involve 3 important strategy which are Personnel Differentiation, Channel Differentiation and Image Differentiation (Kotler & Keller, 2009). Differentiation strategy also involves what a company, store or retail can offer differently from competitor (Kare & Kjell 2009). This strategy works for many companies when competition is intense and everybody is trying to get the attraction of the customer. Southwest Airline carved its niche in short-haul flights with low price, reliable service and healthy sense of humor. Southwest keeps cost low by offering only one basic in-flight service (no meals, no movies) and rapid turnaround at the gates to keep the planes in the air. But southwest knew it could not differentiate on price alone because competitors could try to muscle into market with their own cheaper fares. So what Southwest did was to distinguished itself as a

"Fun" airline , noted for humorous in-flight commentary from pilots and cabin crew members (Kotler & Keller, 2009).

Marketing Strategy deals essentially with the interplay of the ever popular marketing mix of 4 P's which are Product, Place, Price and Promotion. Using this strategy, positioning requires company to strategise the 4 P's to suit with the ever changing of Product Life Cycle (PLC) in the market. A Company's positioning and strategy must change as the product, market and competitors change over the Product Life Cycle (Kotler & Keller, 2009). The four stages of PLC are Introduction level, Growth level, Maturity level and Decline level. Each level of PLC requires company to plan a suitable marketing strategy that interplay all the 4P's in which the company can benefit the most from its entrance into the market.

The following steps can be used to position a brand:-

i. Identify the attributes or characteristics used by buyers in a segment to understand brands.
ii. Diagram the most important dimension on a grid.
iii. Locate the brand relative to others based on how it is perceived by buyers.
iv. Identify the ideal position for buyers in the segment
v. Determine the fundamental way to position the product
vi. Develop the marketing mix that supports the positioning strategy selected. (Gilbert and Gary, 2004)

A part of this strategy is to adjust certain features more directly to the specific needs of the chosen customer segments. In a similar vein, two generic strategies for retail positioning are proposed by Wortzel (1987). One is a differentiation strategy through offering a different assortment compared with those of competitors, and a different service strategy based on unique service attributes. The second strategy is a pure price leadership strategy.

Branding on the other hand is name, term, symbol, design or combination thereof that identifies a seller's products and differenciates them from competitors product. A brand name is that part of a brand that can be spoken including letters (GM, YMCA), words (Chevrolet) and numbers (WD-40, 7-Eleven). The element of brand that cannot be spoken are called brand mark for example the well known Mercedes Benz symbol (Kerin, Hartley, Berkowitz & Rudelius, 2006).

2.2.2 Repositioning

It is important to remember that repositioning is the last choice of action after all other consideration action have been under taken. Whether a firm is engaged in positioning or repositioning a product or service there are always a high risks involved (Tony Proctor, 2003). Management must weigh two factors in making its choice. The first is the cost of repositioning the brand to a segment. This include changing the product or service qualities, packaging, advertising, system and so on. In general repositioning cost rises with the repositioning distance (Kotler 2006).

Repositioning also can be very difficult and very expensive because it's hard to alter old impressions and create new ones. Just as Nick Cohen, director for McAn's ad agency said "Getting people to believe you've changed is no easy task, especially if you worthy reputation is covered in as much dust as Thom McAn's. In partnership with our client, we decided the best way to convince people that Thom McAn really had fundamentally improved was to cheekily admit the change" (Gilbert & Gary, 2004).

Reposition also requires altering brand's position in consumers minds in response to changes in consumer demands and events in the environment (Carolyn F Siegel 2007).

Nevertheless, repositioning is required and necessary when a brand has gone through certain level of life cycle and company has no choice but to undertake repositioning. No mater how well a brand is positioned in a market, the company may have to reposition it later (Kotler 2006). Repositioning may become necessary over time as competitive forces, customer taste and preferences and the marketing environment change (Gilbert & Gary, 2004). Repositioning also refers to when a product or service will require its positioning adjusting from time to time (Tony Proctor, 2003). Usually repositioning become necessary when :-

i. a competitor's new product or service has been positioned next to the brand and this is having an adverse effect on the product or service's share of the market

ii. Consumer preferences with respect to the product or service have changed

iii. New customer preference clusters have been identified that suggest promising opportunities

iv. The original positioning is incorrect (Tony Proctor, 2003).

So repositioning is something not only important but necessary when a store or mall faces its down turn. Repostition helps management to refresh back the image of a mall that could catch the customer attention and attraction.

2.2.3 Zoning, Tenant mix and Product mix

To find the right product concept is one of the critical objectives of marketing, especially in a shopping mall. The right full set of products offered by the tenants to satisfy the target market's needs and catch their shopping intention is significant because this is how they could generate revenue, (Zafar, 2007). El-Adly (2007), Jin & Kim (2002), Yavas (2001) had found out that varieties of products offered emerged as one of the important patronage motives when choosing a place to shop. In addition, not only the presence of new fashions could trigger shoppers' decision to splurge, the variety of stores, merchandise quality and product selection in stores also play a vital role in retaining customer patronage. Analyzing the reasons of patronization, Jin & Kim (2002) also found out that leisurelymotivated shoppers patronize discount stores because of the variety of fashion goods.

Meanwhile, the utilitarian shoppers tend to revisit the stores due to product motive. As the numbers of shopping malls in Shah Alam are growing, shoppers now tend to be more selective and more likely to patronise those shopping malls that provide a wide variety of stores and merchandise. With regard to a shopping mall, zoning is vital to ensure products offered by retailers are divided and assigned to their appropriate area. El- Adly (2007) mentioned that mall tenant variety is one of the important determinants of patronage behaviour. This is because tenant mix enable shoppers to compare prices and quality appropriate to their needs and income. Not only that, it would give them huge opportunities in choosing which products from which stores are the most likeable. In addition, the right tenant mix is also imperative as it would form a group that produces optimum sales, rents, services to the community and financial ability of the shopping mall venture. To enhance a mall's appeal to the variety seeking shoppers, a mall administrator need to make necessary adjustment to its tenant mix.

Anchor tenant plays a vital role in establishing a good tenant mix. The anchor tenant is defined as the largest occupier in a mall in terms of square feet (Debarpita Roy, 2007).

Having the best anchor tenant solely however does not guarantee the successfulness of a shopping mall. For example, Endah Parade in Sri Petaling has Carrefour as its anchor tenant, but yet it still has two floors of retail empty space (Anon, 2003). Various tenant mix will provide various types of products in a mall. This can develop customer loyalty who will then patronize the mall. According to Khee Kin (2004), the existence of the products sold depends on several criteria such as customers' needs and wants, the purpose of purchasing those products, the positions they are currently in and last but not least, how the products offered can solve their problems. Besides that, he also mentioned that a company needs to first identify the customer's needs and wants so that the products offered will be in line with its strategy and objective. The value of the products offered emerges from the design, price and the quality. This is imperative as customers will surely compare it with other competitive offerings.

2.2.4 Customer Shopping Experience

Excellent shopping experience offers leads to customer satisfaction. The shopping experience includes peripheral aspects such as atmosphere, display, price, location, assortment and the dynamics of shopping, which will vary from customer to customer at each shopping occasion. From the variation of the peripheral across the shopping occasion, there will be the emergence of different mood, staff encounters, and number of other supplies and so on, (Berry, Carbone, Haeckel, 2002) Customers will always have good, bad or indifferent shopping experience whenever they purchase a product or service from a company. The key is how effectively the company manages the experience. Companies compete best when they combine functional and emotional benefits in their offerings. Emotional bonds between companies and customers are difficult for competitors to serve. The clue that makes up a customer experience fits into two categories. Firstly, it is the concern on the actual functioning of the good or service; and secondly, the emotions which includes the smell, sounds, sights, taste and texture of the good or services, as well as the environment in which it is offered, (Berry, Carbone, Haeckel, 2002).

The mall management must redefine the shopping experience as per the customer's expectation in achieving their goals by:

- Increase customer satisfaction and retention by observing who is shopping in the stores and their shopping pattern, and delivering more relevant offerings.
- Increase differentiation and improve brand perception through a commitment to innovation and experimentation.
- Improve overall financial performance by aligning performance metrics of the entire organization to drive customer satisfaction.

Therefore, retailers must create a more enjoyable and pleasant shopping experience that will attract the customers to come back. Usually, the customers will be frustrated with the interruption while shopping where information is not readily available to enable them to easily complete their transactions. In order to avoid it, two key steps are required; develop a foundational level of customer information integration and let customer decide how much intimacy they want or need.

Delivering a superior customer experience is as much about addressing what the customers do not see, as it is what they do see. By developing an integrated customer view, retailers would be able to increase customer satisfaction, increase customer loyalty and reduced staffing cost.

2.2.5 Store Patronage

Patronage behaviour has been a subject of research for the past few decades and several store attributes have been proposed to become a necessity for the store choice decision making. Location, merchandise and services offered, products pricing as well as the store environment are some of the attributes towards store patronage, (Ivan & Vouk, 2005). Only a small set of consistently significant food store parameters (price and location being the most important) was identified to be the key determinants of the store patronage across different markets and across time, (Arnold, Oum and Tigert, 1983).

Store patronage involves the consumer choice for a particular retail store but what are the major factors influencing store patronage? Past retail and marketing studies have identified several consumer oriented store attribute such as price, quality, variety, discounts and store reputation but these studies overlooked how physical environment affects retail store patronage. According to Stanley and Sewall (1976), the relative importance of location and "image" factors as explanatory of patronage behavior. Their studies concluded that convenience, represented by distance or time, appears to be the more important factor, but components of a store's image are relevant.

Another studies also indicates that to create a store patronage it will require two functions which are psychographic orientation and demographic factors. The analysis suggests that psychographic orientation factors should be included in a model to effectively predict community patronage (Pauline & Ronald 1997). This involve managing the segmentation based on psychographic orientation which divided into two segment the highers group resources and lower group resources. Both segments consist of four groups. The higher group resources consist of, the Innovators, Thinkers, Achievers and Experiences. Where as the lower group consist of Believers, Strivers, Makers and Strugglers (Kotler & Keller, 2009).

Research by Ivan & Vouk, 2005 shows that shopping convenience (efficiency) factor was the most important store patronage dimension in terms of mean importance, while prices explained the most variance in purchasing outcomes. Four groups of shoppers with significantly different wants and purhcasing behaviour were identified. Convenience and location driven shoppers were willing to trade off convenience for higher prices, while price-driven shoppers rated low prices as the most important store patronage motive factors. Involved shoppers were the most demanding shoppers. The loyalty to store or region of all four shopper groups was proved to be rather low. Price-driven shoppers were the least loyal shoppers spending the least amount of money, while convenience-driven shoppers were the most interesting segment for generating sales. Gap analysis shows retailers understood consumers' wants pretty well, although consumers' wants were overestimated in general. Total fulfilling gaps do not determine the performance of observed retailers, but the individual gaps along store patronage dimensions.

Since psychographic factors influence the most of the store patronage factors, several managerial implications might be derived from the findings of Ivan & Vouk (2005) study. Hence the number of shoppers determines the sales level and not average monthly spending per shopper, retailers should focus to increase store traffic by offering the best individual package of store patronage motives. Such package must contain shopping convenience and low prices as well, since those factors appeal to all shopper groups. In order to be a leader in fast growing middle income market, a retailer must offer the best value for money, or to be a price leader. Retailers should work hard to enhance store loyalty. In doing this, loyalty programmes and strategies aiming to enhance store image is of extreme importance. It is very difficult for retailers to please to all shopper segments, so that specific market-oriented initiatives are necessary. Price-driven shoppers and involved shoppers might be attracted by heavy promotion, and then while in store in-store stimuli might be used to enhance impulse purchases. On the other hand, convenience-driven shoppers will not necessary respond to price strategies, but they will respond to marketing programs emphasising convenience, shopping efficiency and saving time.

In relation with the furniture store patronage a research by Yasmin, Nik Maheran, Hatinah & Nurazleena Ismail of UiTM Kelantan discovered that life style of the individual does influence the shopping orientation of furniture consumer mainly when their act of shopping are based on their apathetic shopping orientation. In addition, apathetic shopping orientation will affect their patronage towards the particular furniture store. Furthermore, the impact of store image has given a significant contribution towards patronage of furniture store as the research found that the better the perception of consumers towards price, product and atmosphere of the store, the greater their patronage towards the store. Personalize shopping orientation on the other hand only significant when interacted with the perception of consumer towards price. Therefore it can be concluded that information about price contribute to the patronage regardless of consumers life style.

2.3 CONCLUSION

Shah Alam is one of the developed city in Malaysia which majority of its population came from middle class income society. Known as city of Anggerik, Shah Alam is the center of knowledge base society that places many private and public university and colleges like UiTM, MSU,Unisel and many others. Since the economic activity is intense, the growth in demand for retail industry is increasing every each year. Certainly Shah Alam is considered as one of the most lucrative places for retail industry investment beside Kuala lumpur.

Facilities, product and promotions are the physical aspect of a shopping mall which could instill shopping experience to its customers. It can be considered as important factors to enhance the customers to visit and shop at a mall. Having all facilities needed under one roof will ease the customers in doing business transaction. Besides that a pleasant atmosphere and welcoming environment may attract customers to come again to the mall.

Varieties of products or product mix will increase the desire of customers to shop there because they are able to make choices. However having a good concept that places one type of product but offer with a variety of model, brand and prices could also increase the desire of customer to shop. Certainly furniture is a potential concept that can be considered for this purposes. Furniture plays an important role in satisfying the social needs of the family. Home is not only a physical state but also includes the net of social relations for family members, friends and neighbors. The home also indicates the identity of the person, reflecting his or her lifestyle and personal values. Furniture represents the changeable part of the home and it helps the individual to express his or her personality and feelings. So with creative and robust promotions, a good mall concept that catches the interset of consumer to come and shop and variety either in term of product mix or in term of design, model and brand, the success to turn around a problem mall is definite.

CHAPTER 3

RESEARCH METHODOLOGY

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This research used the survey method in gathering all the data and information. Descriptive study was used to describe mall characteristics including the consumer behaviour variables. This chapter also discusses the data collection method and sample design, questionnaire design and data analysis.

3.2 TYPES OF DATA

There are two types of data collected in this research. They are namely:

1. Primary
2. Secondary

3.2.1 Primary Data

Primary data collection are much focus on quantitative method. The internal primary data was collected from reports and minutes of meeting held in MARA. However there are session of interviews with MARA Director and officers that involve with preparing budget for 10th Malaysia Plan and CEO from FITEC.

About 400 self-administered questionnaires have been distributed to shoppers who visited Anggerik Mall (AM) and 250 have responded. These questionnaires are prepared in both English and Bahasa Malaysia languages since majority of residents in Shah Alam are Malays. Questionnaires were pre-tested with MARA staff so that modification of questionnaires could be made beforehand.

3.2.2 Secondary Data

The secondary data comprised of internal data collection from MARA office i.e. list of tenant mix and layout plan, reports and internal statistic, reports from other agencies like SACC and the preliminary studies done by other researchers through textbooks, journals, internet, and magazines.

3.3 QUESTIONNAIRE DESIGN

A structured questionnaire had been developed as a survey instrument and based on the literature review. It was divided into 4 sections, Section A to Section D.

Section A: General opinion towards Shopping Malls in Malaysia

This section consists of 7 questions asking about respondents' general shopping behaviour. Specific questions on the reason of coming to malls and prefered shopping period and products were asked in question 1 to 3, 6 and 7 using nominal scale "yes or no". Question about prefered facility facilities and promotions of shopping malls were asked in question 4 from a 5-point Likert Scale of the "most important" to the "least important". Question about prefered shopping mall in Shah Alam is using ordinaal scale and its in question 5.

Section B: General opinion about Anggerik Mall

Based on the Likert Scale of "Strongly disagree" to "Strongly agree", section B lists out 12 statements about customer opinion on Anggerik Mall and shoppers need to tick each category based on their own perceptions.

Section C: Opinion on Repostioning Anggerik Mall into Furniture Mall

This section comprised of 11 questions. 1st Questions were constructed to obtain opinion about customer behaviour on furniture purchase. The 2nd until 1th questions were focussing much on possible repositioning of Anggerik Mall into Furniture and customer preferences on furniture store. Likert scale of "Strongly disagree" to "Strongly agree" were used for question 2 and 3. Nominal scale were used For question 4 to 11.

Section D: Demographic profile

This section requires respondents to provide their profiles such as gender, age, marital status, education, income and resdential area.

3.4 SURVEY INSTRUMENTS

Survey method was used to obtain information based on questionnaires given to respondents regarding their perceptions toward mall characteristics, awareness, demographic and their lifestyle characteristics. The questionnaire was also used to obtain information on the customers' preferences and factors that influence them to come and spend at Anggerik Mall. Structured questions of Likert Scale, Interval Scale, Ordinal and Nominal specify the set of response alternatives and the response format. Likert scale was mostly used in the questionnaire for this research with five response categories ranging from "strongly disagree" to "strongly agree", (*see Appendix 3 - for the sample of the Questionnaire*).

This research used a non-probability convenience sampling technique. The sample was chose from customers who visited Anggerik Mall and willingly participate in the survey. This technique was used without neglecting that each element in the population has a known and equal probability of being a sample. Although it does not represent the whole population of Shah Alam in general, Anggerik Mall customers do contribute in providing important and sufficient information required in this research.

3.6 PROCEDURE AND DATA ANALYSIS

All the data from the questionnaires are keyed in and analyzed through computer software, Statistical Package of Social Science (SPSS version 16.0). The process of data analysis was done once all the data from the questionnaires had been collected coded and entered in the computer.

3.7 METHODS OF ANALYSIS

1. **Frequency Analysis**

Demographic variables were analyzed through frequency analysis to obtain the number of responses associated with different values of one variable and to express it in percentage.

2. Descriptive Analysis

Descriptive statistics refer to means, ranges, and numbers of valid cases of one variable. They were used to present quantitative descriptions in a manageable form and to simplify large amounts of data in a sensible way and reduce lots of data into a simpler summary. Together with simple graphics analysis, they form the basis of virtual data analysis.

3.9 CONCLUSION

The process of collecting the primary and secondary data have assisted in understanding the problems faced by Anggerik Mall in depth and simplifies the conduct of the research for the best result. All of the methods that used in gathering feasible information have contributed toward answering the research objectives.

CHAPTER4

ANALYSIS AND FINDINGS

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CHAPTER FOUR

ANALYSIS AND FINDINGS

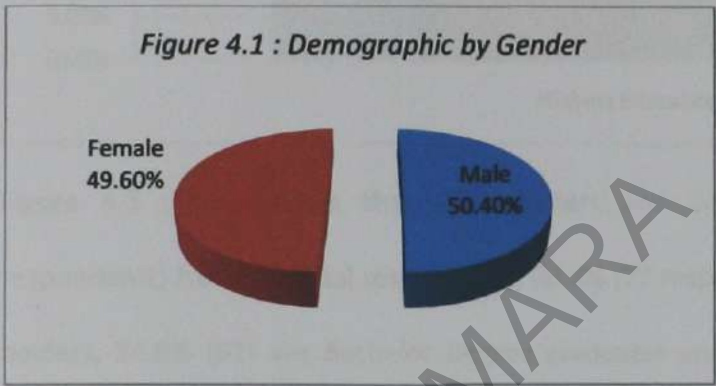
4.1 INTRODUCTION

It is very important to conduct the analysis accordingly so as to fulfill the objectives and answer all the research questions given earlier. In this chapter, descriptive analysis was done to get the results and findings of the research which sufficient to support the recommendation to solve the problem statement.

4.2 FREQUENCY AND DESCRIPTIVE ANALYSIS

4.2.1 Demographic Profile

Below are graphs and chart that represent the demographic profile of the 250 respondents. The charts are drawn based on the data extracted from Frequency analysis using SPSS 16.0.



From the 250 respondents who have responded on the questionaires, 126 (50.4%) of the respondents are male and 124 (49. 6%) are female. So majority of the surevey respondents are male.

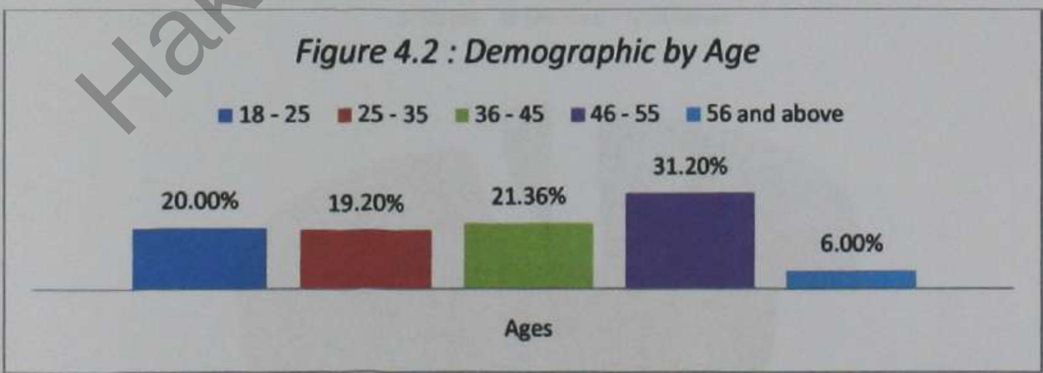


Figure 4.2 shows that 20.0% (50) of the respondents are between 18 to 25 years old, 19.2% (48) are 26 to 45, 23.6% (59) are within the age of 36 to 45 years old, 31.2%

(78) are within 46 to 55 years old and the most least of 6.0% (15) represent 56 years and above.

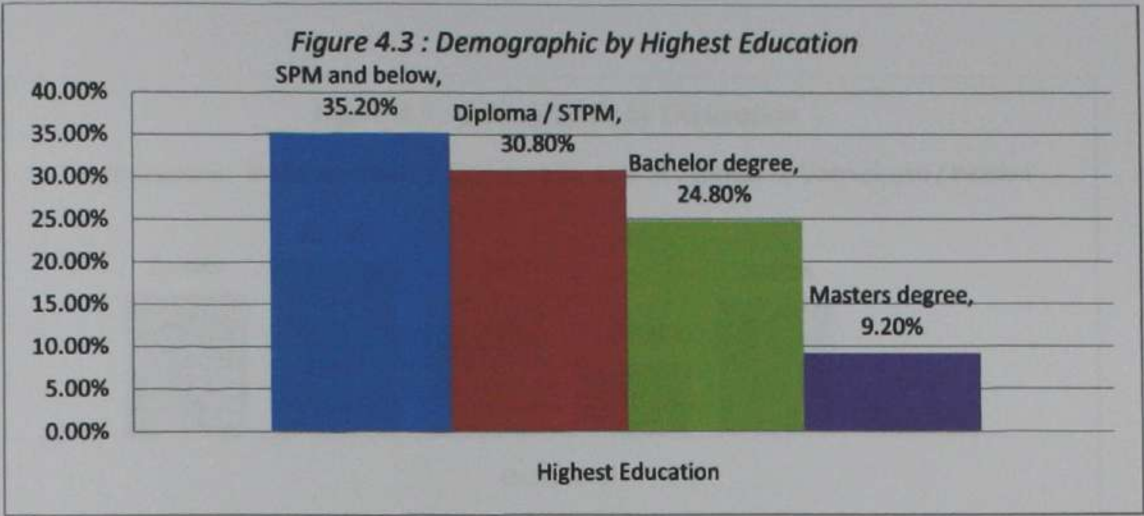


Figure 4.3 above shows that SPM holders and below represent 35.2% (88 respondents) from the total respondents, 30.8% (77 respondents) are Diploma/STPM holders, 24.8% (62) are Bachelor Degree graduates and the smallest portions are Master graduates, 9.2% (23 respondents).

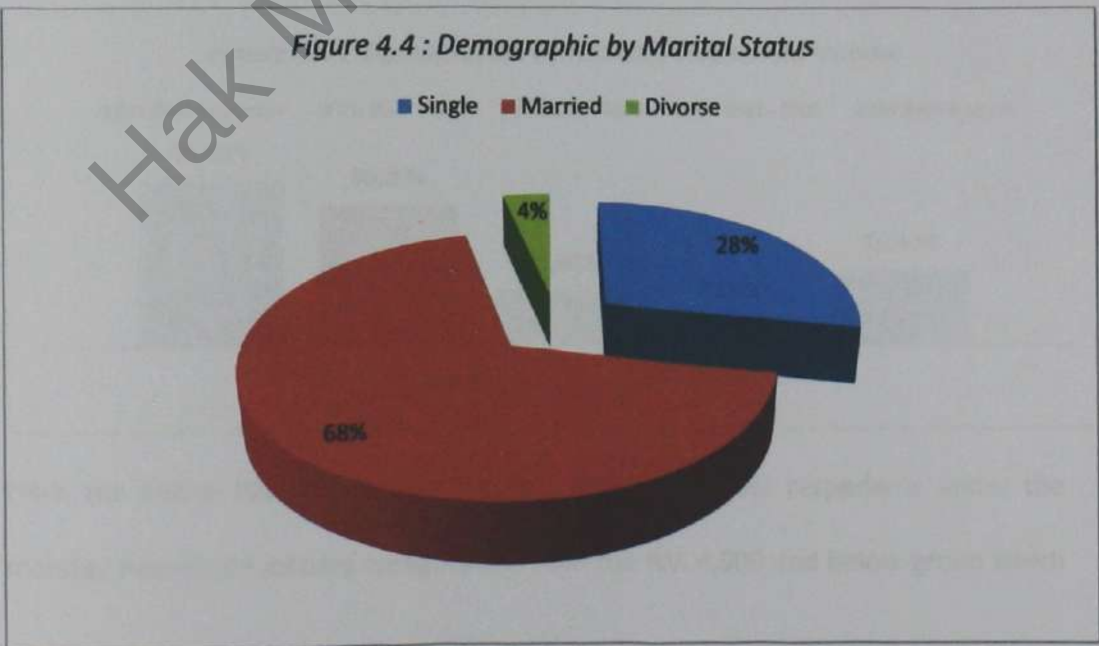


Figure 4.4 shows that majority of the respondent are maried which is at 68.4% or 171 respondents. Only 28% of the respondents are single and 4% are divorse.

Figure 4.5 : Demographic by Occupation

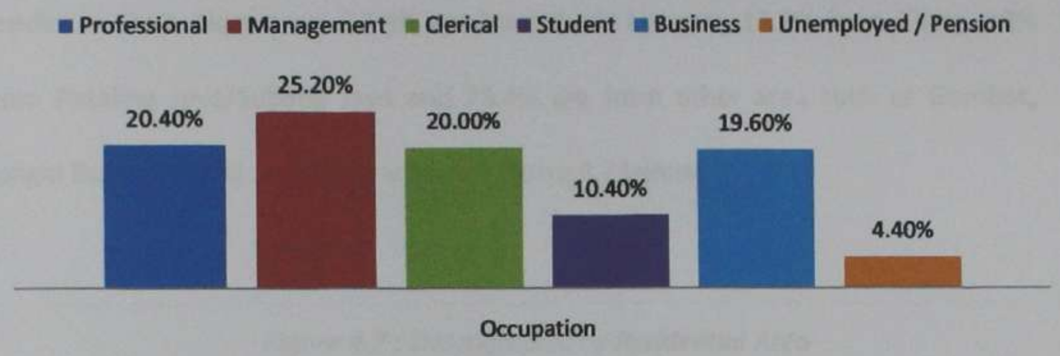
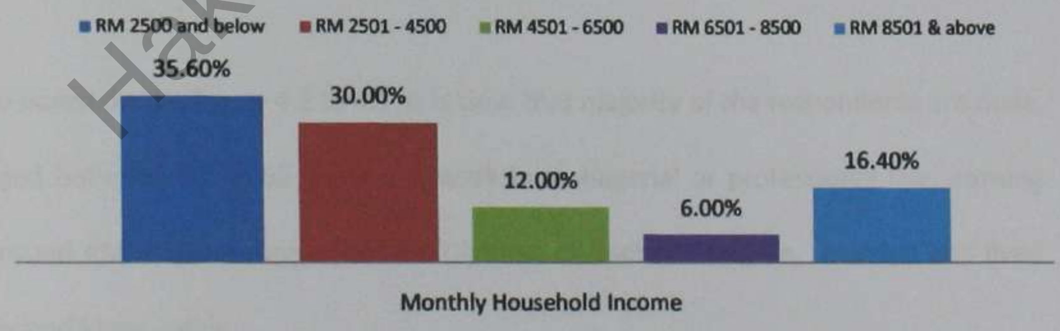


Figure 4.5 above indicate the level of occupations of respondents. 45.6% (114 respondents) are from professional and managerial level. Clerical level recorded 20% (50 respondents), Business at 19.6% (49 respondents), students at 10.4% (26 respondents) and 4.4% or 11 respondents are not working or pensioners.

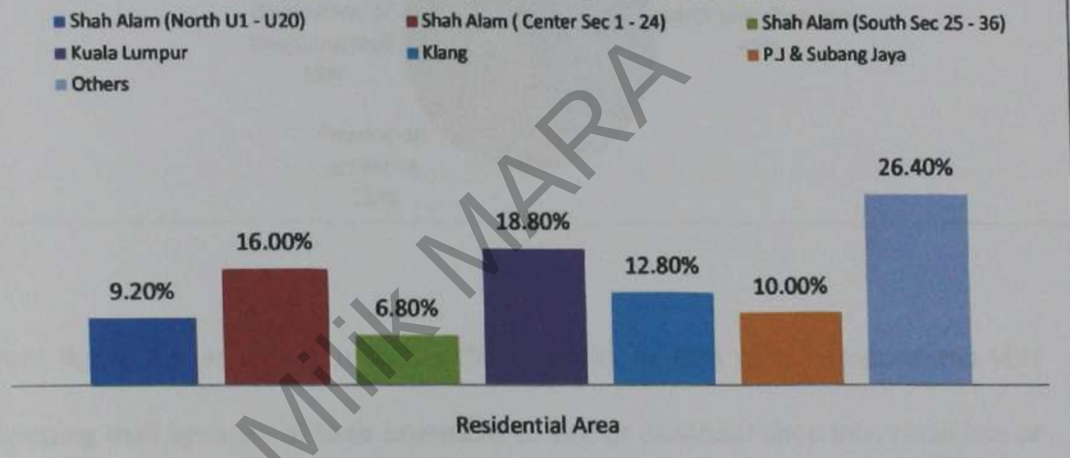
Figure 4.6 : Demographic by Monthly Household Income



From the above figure it is clearly stated that the biggest respodents under the monthly household income category are from the RM 4,500 and below group which is at 65.6% or 164 respondents. The income group of RM6,500 and above is only at 34.4% or 86 respondents only.

As for the category of residential area, majority of respondents which is at 34.0% resides in Shah Alam area. 18.8% are from Kuala Lumpur, 12.8% from Klang, 10% from Petaling Jaya/Subang Jaya and 26.4% are from other area such as Gombak, Sungai Buloh, Kajang and Bangi area. See figure 4.7 below.

Figure 4.7 : Demographic by Residential Area

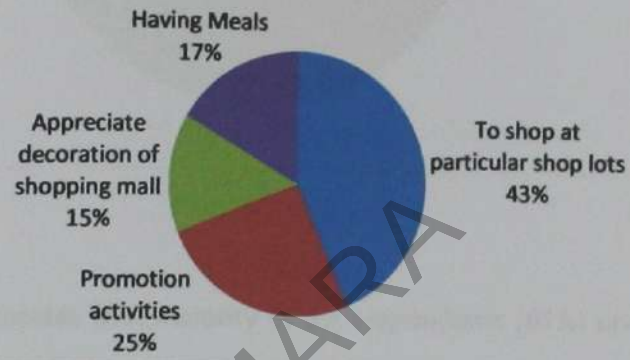


So based on the figure 4.2 to 4.7, it is clear that majority of the respondents are male, aged between 36 to 55 years old, work in managerial or professional line, earning around RM 4,500 a month, have a Diploma or Bachelor degree, married and lived around klang valley.

4.2.2 General Opinion Towards Shopping Activities in Shopping Malls in Malaysia

This section seeks general opinion of the respondents on their preferences about where, when and why they go for shopping. The data presented are extracted from the frequency analysis from SPSS 16.0 from the survey questionaires.

Firgure 4.8 : Reason for Visiting Mall



From figure 4.8 as above, it shows that majority or 43% of the respondents visit shopping mall because of their intentions to visit at particular shop lots, retail lots or offices. Promotion activities and having meals are not the main reasons why they visit a shopping mall (17% and 25% respectively). This shows that people do not go to shopping mall for just window shopping. They usually have purpose when they went to shopping mall. This explain why PKNS could attract many customer to patron because they have many important government offices such as Immigration Department, registration Department and Income tax department placed at PKNS. It goes the same thing with Mid Valley Megamall. Most of customer that patron Mid Valley came to watch movie at the cinema and shopping at the superstore like Jayajusco.

Figure 4.9 : Shopping Period Preferences

The above charts indicates that majority of the respondents (67%) prefer to go out for shopping during weekends and end of the month. Only 8% of them prefer to visit shopping malls during weekdays. So it is important for a mall management to organize activities and promotions during week ends and at the end of the month since it is the most prefered period for customer to go out and visit a mall.

Figure 4.10 : Time of Shopping

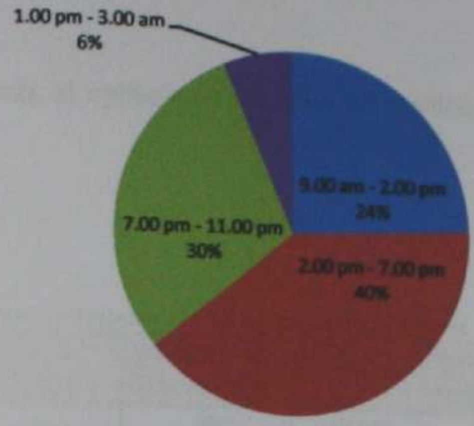


Figure 4.10 shows that 40.0% of the respondents prefer to go shopping between 2.00pm to 7.00pm. The next most prefered time of shopping is at 7.00 p m to 11.00 pm. Only 24% respondents prefered to visit shopping mall early in the morning. While late night shoppers are the most least prefered by respondent. This result may be because majority of the respondent are adult, aged above 35 years old and have family.

4.2.3 General Opinions on the Facilities, Offerings and Promotions activities implemented by Other Competing Malls

Under this section respondents are required to give opinion on facilities, product offers and promotions implemented by other malls. The perception was scale using likert scale of 1 to 5. The scale was labeled as 1 " Least Important", 2 "Less Important", 3 "Important", 4 "More Important" and 5 "Most Important". Respondent were asked to tick their opinion on each item of facilities provided by other malls whether they are important to them or not.

i. **Facilities**

Figure 4.11 are lists of opinion on the nine (9) facilities provided by other Shopping Malls.

Table 4.11: Respondents perception on the Importants of Facliities provided by Competing Malls

Facilitty	Less Important and below		Important and above		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
1. ATM	34	13.6%	216	86.4%	4.13	1.26
2. Toilet	19	7.6%	245	92.4%	4.36	1.07
3. Lift / Escalator	24	9.6%	226	90.4%	4.18	1.09
4. Eating Places	20	8%	228	92%	4.11	1.03
5. Availability of seats	19	7.6%	231	92.4%	4.09	1.01
6. Information Counter	21	8.4%	228	91.6%	4.10	1.09
7. Car Park	19	7.6%	231	92.4%	4.46	1.02
8. Direction Indicator	16	6.4%	233	93.6%	4.41	1.05
9. Security	15	6%	244	94%	4.39	1.05

Overall respondents had expressed an equally important on all facilities variable listed in the questionaire. However facilities like Car park, Direction Indicator, Security and Toilet recorded a high mean score which is above 4.30, almost near to most important. It is important for mall management to give focus on this issues especially in providing a better facilities for item that highlighted as above. Perhaps there should be a further reserach on this to recognize a system, method and model of facilties in order to determine the type of excellent facilties required by customer.

ii. **Varieties of Product and Services Offered**

From the varieties of product offered by shopping malls throughout the country, the result for the general opinion on the products and services offered are tabled in figure 4.12 below.

Table 4.12 : Respondents perception on variety of product offered by other malls

Products	Less Important and below		Important and above		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
1. Clothes	19	7.6%	231	92.4%	4.09	1.05
2. Eating Places	19	7.6%	231	92.4%	4.13	1.03
3. Ladies Accessories	27	10.8%	223	89.2%	3.85	1.09
4. Sporting Goods	47	18.8%	203	81.2%	3.47	1.16
5. Beauty Saloon / Barber	53	21.2%	197	78.8%	3.40	1.13
6. Healthcare	49	19.6%	201	80.4%	3.46	1.09
7. Eye wear / optical	45	18%	195	82%	3.39	1.21
8. Stationery / Books	32	12.8%	218	83.2%	3.79	1.15
9. Gift Items	42	16.8%	208	83.2%	3.57	1.13
10. Digital items	33	13.2%	217	86.8%	3.68	1.12
11. Electrical Goods	36	14.4%	214	85.6%	3.55	1.12
12. Furnitures	50	20%	200	80%	3.29	1.17
13. Department Stores	31	12.4%	219	87.6%	3.78	1.18

On overall, respondents feels that it is important to have varieties in all 13 variables of product offered as shown in table 4.12 above. The mean score for all the 13 variables scores above 3, means they are all equally important. Even the frequency tables shows that over 80% respondents agree that it is important to have varieties in product offered accept Beauty Salon. However there are few variables that respondents indicate as more important to focus and they are Eating Places (mean score 4.13) and Clothes (mean score 4.09).

iii Promotion and Advertisement

Respondents were asked to indicate their preferences on the importants of promotion and events that could influence them to visit the shopping mall.

Table 4.13: Respondents preferences on Promotions activities implemented by competing malls

Promotions and Advertisements	Less Important and below		Important and above		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
1. TV and Radio Advertisement	34	13.6%	216	86.4%	3.85	1.19
2. Leaflet and Brochures	39	15.6%	211	84.4%	3.68	1.18
3. Newspaper and Magazines	26	10.4%	224	89.6%	3.96	1.11
4. Advertising in Web	26	10.4%	224	89.6%	3.92	1.09
5. Signage and Banners	18	7.2%	232	92.8%	3.92	1.05
6. Special Events	23	9.2%	227	90.8%	3.96	1.06

Table 4.13 above shows that respondents have given an equal important rating for each of the promotion and event activities which ranging from the lowest score of 3.68 mean score which is leaflet and brochure to the highest which is special event and news paper & megazine with a mean score of 3.96. Anotherword, it is important for mall management to use every means of promotions tools and activities to reach the customer and get them informed.

4.2.4 Customers preferences on shopping malls in Shah Alam.

This section, respondents were asked about their opinion on shopping mall / complexes that they prefer and usually visitied in Shah Alam when going for shopping. The perception was scale using likert scale of 1 to 5 from the Least frequent to Most Frequent. Respondent were asked to tick their opinion on shoping mall or complexes that they prefer and frequently visited only.

FTable 4.14 : Respondents preference shopping complexes when going out for shopping

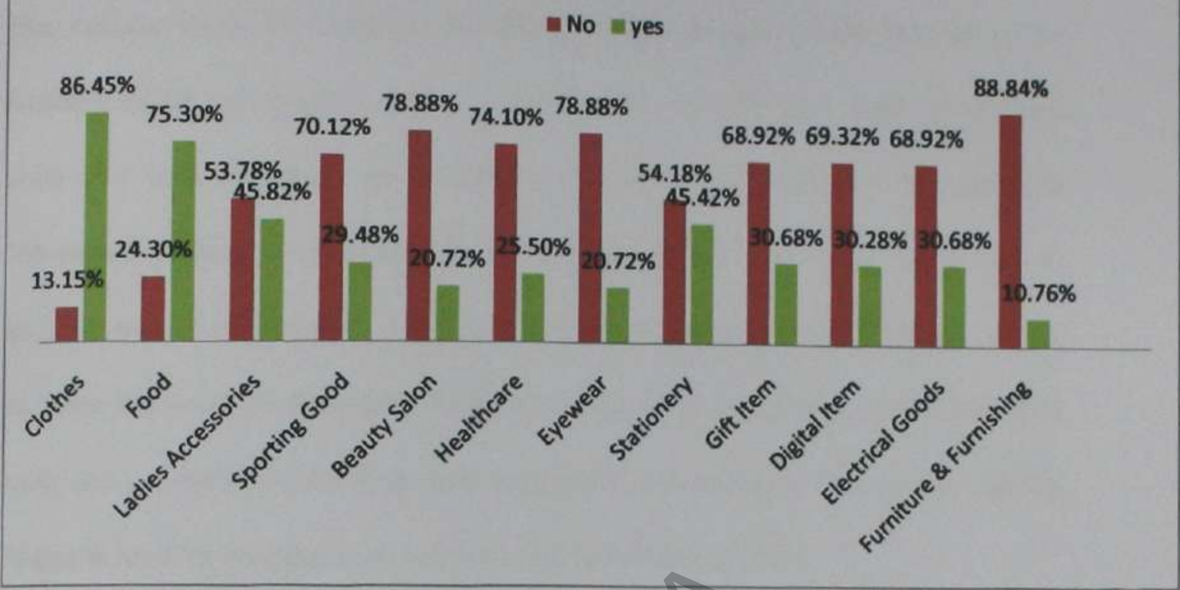
Shopping Complexes	Least frequent		Frequent to most frequent		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
1. Plaza Alam Sentral	79	21.6%	166	66.4%	3.11	1.29
2. PKNS Complex	61	14.4%	183	73.2%	3.43	1.12
3. SACC Malls	89	35.6%	155	62%	2.93	1.12
4. Anggerik Mall	180	72%	170	28%	1.96	1.23
5. Others (Carrefour and Jaya Jusco)	116	46.4%	134	53.6%	3.09	1.76

The above table clearly indicate that PKNS complex were the most visited by respondents with a mean score of 3.43 which is above moderate frequent. Plaza Alam Sentral place at second with a mean score of 3.11 and others like Carefour and Jaya jusco at third with a mean score of 3.09. Fourth place is SACC Mall with a mean score of 2.93. Anggerik Mall gets the least visited by respondents with a mean score of 1.96 only which almost most least frequent or near to never. This shows that something has to be done about Anggerik Mall. Eventhough Anggerik Mall is neighbouring to SACC Mall and PKNS Complex, but yet customer do not came and visited Anggerik Mall.

4.2.5 Customers preferences on product when shopping.

After respondents preferences on shopping complexes have been idenstified, the next question was about product that respondent usually buy or prefered to buy when going for shopping at the malls they have indicated earlier. The question used nominal scale of "yes" or "no" to measure respondent opinion.

Figure 4.15 : Respondents preference on product to purchase when shopping

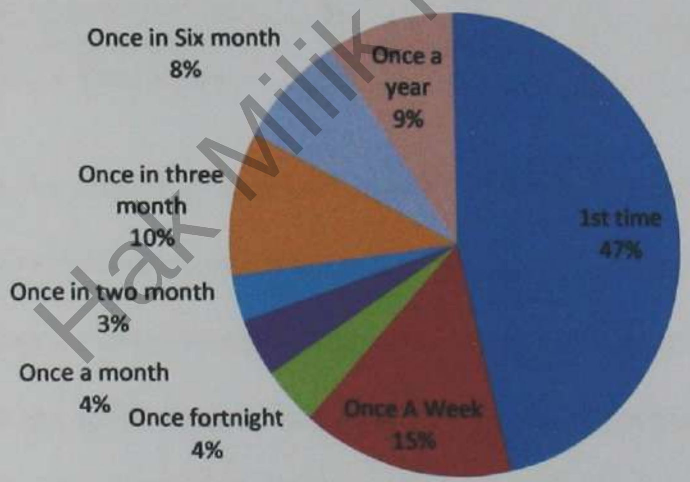


The above charts clearly indicates that respondents usually buy clothes and foods when visiting PKNS Complexes, Plaza Alam Sentral, SACC Mall and Anggerik Mall. 86.45% respondents prefer clothes when shooping at mall and 75.3% of respondents go for food for this question. Another item that respondents had given consideration of buying were Ladies Accessories at 45.82% and Stationery & Books at 45.42% . The other 8 item listed above were not under respondents preference. May be they were not available at the malls listed in this survey or may be the shop lots does exist but do not have the attraction to attract customer to come and purchase.

4.2.6 Opinions on Anggerik Mall facilities, retail lots and product

This section focus on respondents opinion about Anggerik Mall interms of its facilities, retail and product offered. Respondents opinion were scale using likert scale of 1 to 5. The scale was labeled as 1 " Strongly Disagree", 2 "Disagree", 3 "Moderately Agree", 4 "Agree" and 5 "Strongly Agree". Before we could further analyse respondents opinion and perception towards Anggerik Mall, it is vital for us to know the level of respondents experience towards Anggerik Mall. The following table are an extract from frequency analysis on respondents frequency in visiting Anggerik Mall for the past one year since May 2009 to May 2010.

figure 4.16 : Respondents frequency visiting Anggerik Mall



The above charts shows that 47% of the respondents are first timer. 23% of the respondents have visited Anggerik Mall more than once a month. 30% of the respondents have visited more than once a year. Based on this, it is clear that more than half (53%) of the respondents can be considered as Anggerik Mall patrons. Their opinion and perception on Anggerik Mall are considered valid and the number can be considered as vital towards this survey. However the first timer opinion and perception can be considered as useful and important since first impression perception is an honest opinion.

Table 4.17: Analysis Respondents perception on Anggerik Mall Facilities, Retails and Product Ofered.

Products	Disagree to Strongly Disagree		Agree to Strongly Agree		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
1. Has Modern Design	67	26.69%	182	72.8%	3.14	1.06
2. Is easily accessible	43	27.13%	207	82.8%	3.46	1.01
3. Is Clean	39	15.6%	211	84.4%	3.46	0.95
4. Is Attractive	63	25.2%	186	74.4%	3.18	1.06
5. Has Convenience public facilities	48	19.2%	202	80.8%	3.32	1.00
6. Is easy to move around	37	14.8%	213	85.2%	3.46	0.95
7. Is safe for shopping	24	9.6%	226	90.4%	3.62	0.89
8. Has convenient location	31	12.4%	219	87.6%	3.59	0.96
9. Has convenient parking space	27	10.8%	223	89.2%	3.62	0.93
10. Has comfortable food court	55	22%	195	17.8%	3.28	1.00
11. Has interesting retail mix	96	38.4%	154	61.6%	2.80	1.05
12. Product offer suits me	100	40%	150	60%	2.73	1.04

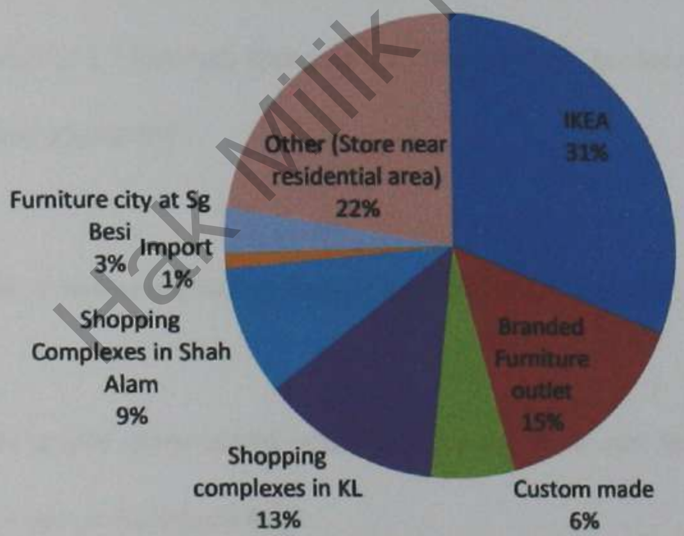
Based on the table 4.17 above, it is clear that Anggerik Mall has actually a good quality of facilities since all the opinion on the facilities attributes recorded the mean score above 3.1 (above moderate agree). However the retail mix and product offered does not get good remark from respondents. The mean score for this attributes recorded below 2.8 which means that respondents does not agree Anggerik Mall have interesting retail mix and the product offered does not suit them. This is a clear indication that there is nothing wrong with Anggerik Mall facilities. It is acceptible eventhough the degree of the acceptance is low. If MARA could enhance the Anggerik Mall faciltity, the level of customer satisfaction would definitely rocket up.

On the other hand the retail mix and product offered need a major turnaround. It is clear that the retail mix and product offered cannot attract customer to patron at Anggerik Mall. It has to be revamp. The mall management has to reposition the retail mix and product offered.

4.2.7 Customers preferences on furniture store.

This section analysed respondents opinion about furniture store. Respondent was required to give opinion on furniture store preference. The following analysis stipulate respondents opinion on type of store they usually visited when they wanted to buy furnitures.

Figure 4.18: Analysis on customer preference on Furniture Store



From the above charts, 31% of the respondents prefer to shop at IKEA when ever they require to purchase a furniture. 22% prefer to buy at the store near by their residential area and 15% prefer branded store. Shopping complexes around Shah Alam are not a favourite store for furniture shopping since only 9% stipulate that they prefer to shop at complexes in Shah Alam when ever they need to purchase a furnitures. This is simply because among all the five major malls in Shah Alam like SACC Mall, PKNS, Plaza Alam Sentral and Anggerik Mall only SACC Mall have one outlet that sells modern furniture which is KK Furnitures. There is no variety of product offered and the choices are limited. This could be the main reason why most Shah Alam complexes are the least prefered by customer when they need to shop for furnitures.

4.2.8 Opinion on Anggerik Mall Repositioning.

This section analysing the respondents opinion on possibility of repositioning Anggerik Mall into Furniture Mall and Anggerik Mall location suitability for the repositioning. Respondents opinion were scale using likert scale of 1 to 5. The scale was labeled as 1 " Strongly Disagree", 2 "Disagree", 3 "Moderately Agree", 4 "Agree" and 5 "Strongly Agree".

i. **Opinion on Repositioning Anggerik Mall into Furniture Mall**

Respondents were asked whether they agree or not for Anggerik Mall to be reposition as Furniture Mall.

Table 4.19: Respondents opinion on Repositioning anggerik Mall into Furniture Mall

Question	Disagree to Strongly Disagree		Agree to Strongly Agree		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
Your opinion Anggerik Mall reposition as Furniture Mall	43	17.1%	207	82.9%	3.42	0.98

From table 4.19, 82.9% respondents agree with the idea of repositioning Anggerik Mall into Furniture Mall. Only 17.1% disagree with the idea. The mean score also recorded 3.42 which is above moderate agree. So the idea of repositioning Anggerik Mall into Furniture Mall is not such a bad idea. Many support with the idea. Perhaps they wanted to see something new occurs at Anggerik Mall. This would give them more choice of malls to be visited.

ii. **Opinion on Anggerik Mall location suitability for repositioning into Furniture Mall**

Next respondents was asked about Anggerik Mall location suitability for the repositioning as Furniture mall.

Table 4.20: Respondents opinion on Anggerik Mall Location Suitability for Repositioning as furniture Mall

Question	Disagree to Strongly Disagree		Agree to Strongly Agree		Mean Score	Std Deviation
	Frequency	%	Frequency	%		
Do you Think that the location of Anggerik Mall is suitable for a Furniture Mall	44	17.4%	206	82.6%	3.40	1.02

The above table clearly shows that 82.6% respondents agree that Anggerik mall location is suitable for repositioning as Furniture mall. Only 17.4% think that Anggerik Mall location isnot suitable for repositioning as Furniture Mall. If we look at the mean score, it recorded 3.4 which is above moderate agree an this shows that respondents think that Anggerik Mall location is suitable for repositioning as Furniture Mall.

iii. Furniture type and design preferences.

The folowing charts indicate customer preferences on furnitures to be sold at Furniture Mall.

Clearly from the above charts shows that respondents prefer Classic, D.I.Y, Modern and Local Tradisional types of furnitures to be sold at Furniture Mall. Only 29.88 % of the respondents wants Furniture Mall to sell all types of furnitures listed as above. However this does not mean that the option of selling all types of furnitures is not viable. Actually selling all types of furniture and selling 4 or 5 types does not make any much a difference. Both serve the purpose giving more variety and more choices for customer.

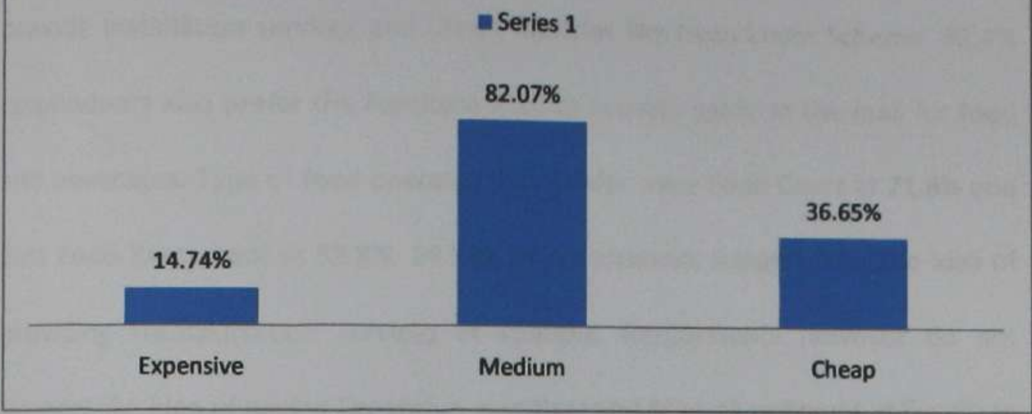
Next is an analysis over respondents preferences towards the design of the furnitures that Furniture Mall should sell.

Figure 4.12: Customer preferences on the design of the furniture to be sold at Furniture Mall

In figure 4.22, respondents prefer Home Decor Product to be sold at Furniture Mall (82.8%), Second is Living and Dining product at 78%, Bedroom at 72% and Lighting Product at 73.2%. Overall respondents also show some interest for more variety furniture and furnishing product at Furniture Mall where 52.19% respondents support this idea.

Figure 4.23 below indicates the prefered pricing for furniture that Furniture Mall should sell.

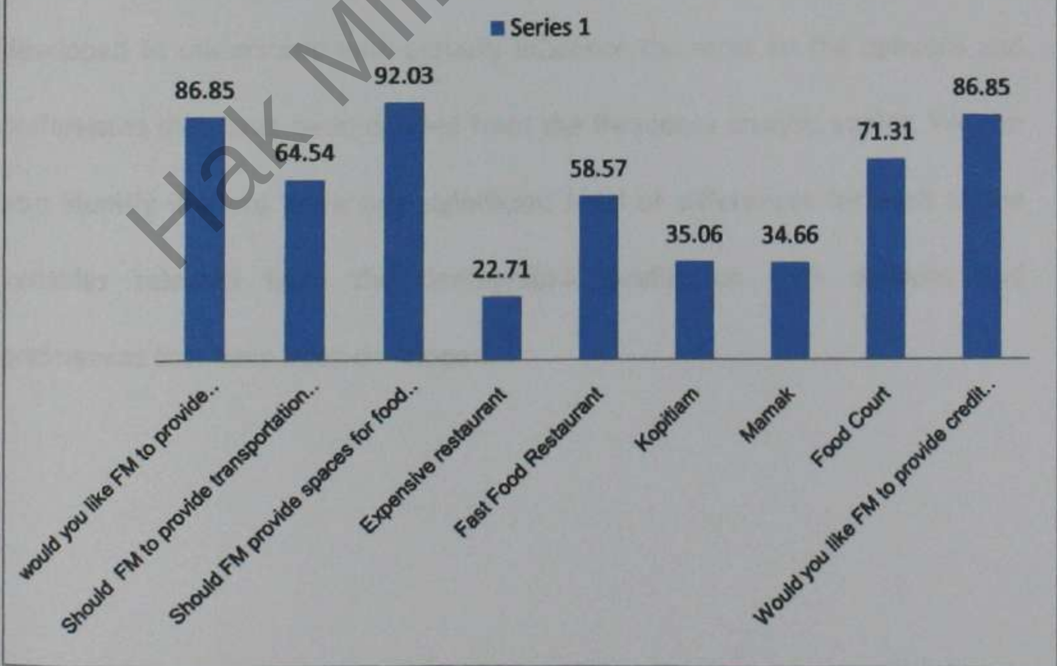
Figure 4.23: Respondents preferences on pricing for furniture sold at furniture Mall



The above figure 4.23 shows that 82.07% respondents prefer the medium price furniture. This explain why figure 4.18 shows that 53% of respondents prefer to visit IKEA and Store near residential area when ever they wanted to buy furniture.

iv. **Services and other prefered packages to be served at Furniture Mall**

Figure 4.24: Customer preferences on services and facilities at Furniture Mall



The charts at figure 4.24 shows that 86.85% respondents prefer Furniture Mall to provide Installation services and Credit facilities like Installment Scheme. 92.4% respondents also prefer the Furniture Mall to provide space in the mall for food and beverages. Type of food operator they prefer were Food Court at 71.6% and Fast Food Restaurant at 58.8%. 64.54% of respondents support with the idea of providing transportation services at charges. Respondents however do not support the idea of having Expensive, Kopitiam and Mamak restraunt at Furniture Mall. These categories gets 22.71%, 35.06% and 34.66% support only from respondents.

4.2.9 Cross-Tabulation on responses

This section focused on analysing the opinions and preferences from the perpective of demographic profile. From this section a perspective can be developed to understand who actually influence the most on the opinions and preferences that have been derived from the frequency analysis earlier. We can also identify if there were any siginificant level of differences for each of the variables selected from the demographic profile on each opinions and preferences that have been developed.

Table 4.25: Cross-Tabulation table between Repositioning and Gender.

	Gender	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between Repositioning and Gender. (Your opinion on Repositioning Anggerik Mall into Furniture Mall)	Male	13	5.2%	113	45.2%	0.052
	Female	30	12%	94	37.6%	

The above table shows that both male and female agree with the idea of repositioning Anggerik Mall into Furniture Mall. Eventhough there is some small percentage of differences between Male and Female but the differences is not significant. Even the Pearson Chi Square shows that there is no significant differences between male and female in the aspect of repositioning Anggerik Mall into Furniture Mall.

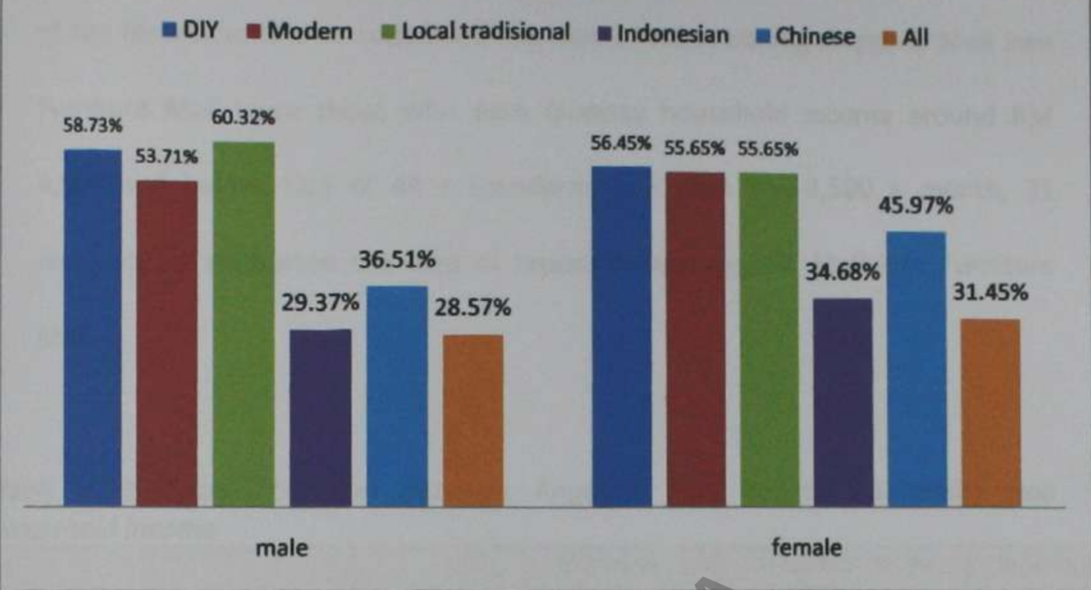
Table 4.26: Cross-Tabulation between Location Suitability and Gender.

	Gender	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between opinion on location suitability with Gender. (Do you Think that the location of anggerik Mall is suitable for a Furniture Mall)	Male	16	6.4%	110	44%	0.032
	Female	28	11%	96	38.4%	

The above cross-tabulation analysis table shows that both Male and Female agree that Anggerik Mall location is suitable for repositioning into Furniture Mall. This means that location is not an issue in the aspect of gender. Both male and female had expressed their acceptance for the location proposed for Furniture Mall.

The following crosstab analysis tried to explain the preferences between male and female for type of furnitures that Furniture Mall should sell.

Figure 4.27: Crosstab between Type of Furniture Preferences and Gender



The above crosstab charts clearly indicate both male and female give almost the same degree of preferences on DIY, Modern and local traditional type of furniture. Except for Chinese Furniture, male had given a quite high of preferences where 45.97% from 126 male respondents had also chose Chinese furniture in their list.

Table 4.28: Cross-Tabulation Between Reposition and Household Income

	Monthly House hold Income	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between opinion on reposition with Respondents Monthly Household Income. (Your opinion on Repositioning Anggerik Mall into Furniture Mall)	< RM 2,500	13	5.2%	76	30.4%	0.228
	RM 2501 – 4500	11	4.4%	64	25.6%	
	RM 4501 – 6500	4	1.6%	26	10.4%	
	RM 6501 – 8500	2	0.8%	13	5.2%	
	RM 8500 >	13	5.2%	31	11.2%	

The above cross-tab analysis (Table 4.28) between opinion on repositioning Anggerik Mall into Furniture Mall with Monthly Household Income category, 56% of the respondents who supported the idea of repositioning Anggerik Mall into Furniture Mall were those who earn monthly household income around RM 4,500 and below. Out of 44 respondents that earn RM 8,500 a month, 31 respondents supported the idea of repositioning Anggerik Mall into Furniture Mall.

Table 4.29: Cross-Tabulation Between Anggerik Mall Location Suitablity and Household Income

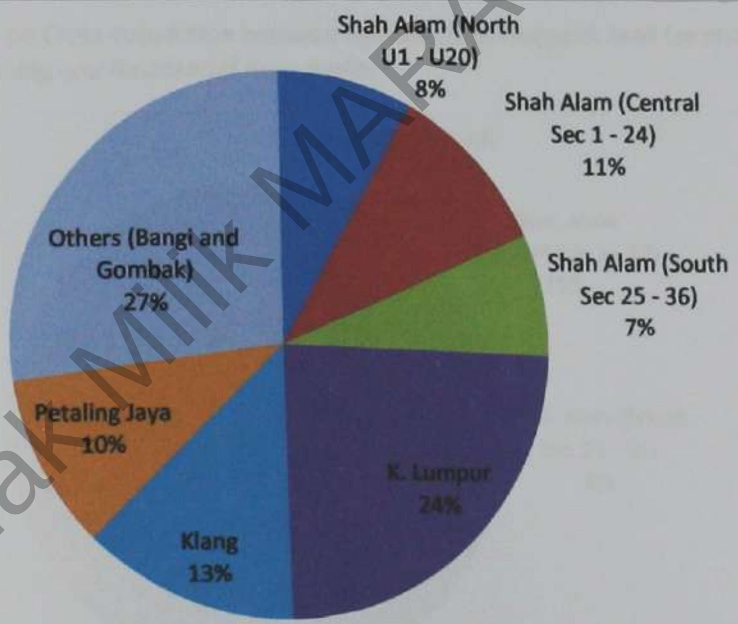
	Monthly House hold Income	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between opinion on location suitability with Gender. (Do you Think that the location of ang gerik Mall is suitable for a Furniture M all)	< RM 2,500	10	4%	79	31.6%	0.282
	RM 2501 – 4500	15	6%	60	24%	
	RM 4501 – 6500	5	2%	25	10%	
	RM 6501 – 8500	2	0.8%	13	5.2%	
	RM 8500 >	12	5.6%	29	10.8%	

From cross-tabulation analysis (table 4.29) between Monthly Household Income profile and opinion on Anggerik Mall location suitability for repositioning as Furniture Mall 55.6% of the respondent think that Anggerik Mall location is suitable for repositioning into Furniture Mall are those who earn monthly household income around RM 4,500 and below. Out of 41 respondents that earn RM 8,500 a month, 29 respondents agree that Anggerik Mall location is suitable for repositioning into Furniture Mall.

Table 4.30: Cross-Tabulation Between Repositioning Anggerik Mall and Respondents Residential Area

	Respondents Residential Area	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between opinion on reposition with Respondents Residential Area. (Your opinion on Repositioning Anggerik Mall into Furniture Mall)	Shah Alam (North U1 - U20)	6	2.8%	17	6.4%	0.235
	Shah Alam (Central Sec 1 - 24)	8	3.2%	32	8%	
	Shah Alam (South Sec 25 - 36)	3	1.2%	14	5.6%	
	K. Lumpur	0	0	47	18.8%	
	Klang	6	2.8%	26	10%	
	Petaling Jaya	5	2%	20	8%	
	Others (Bangi and Gombak)	13	5.2%	53	21.2%	

Figure 4.30: Analysis on Cross-tabulation between Respondents that agree with the repositioning and Residential Area Profile

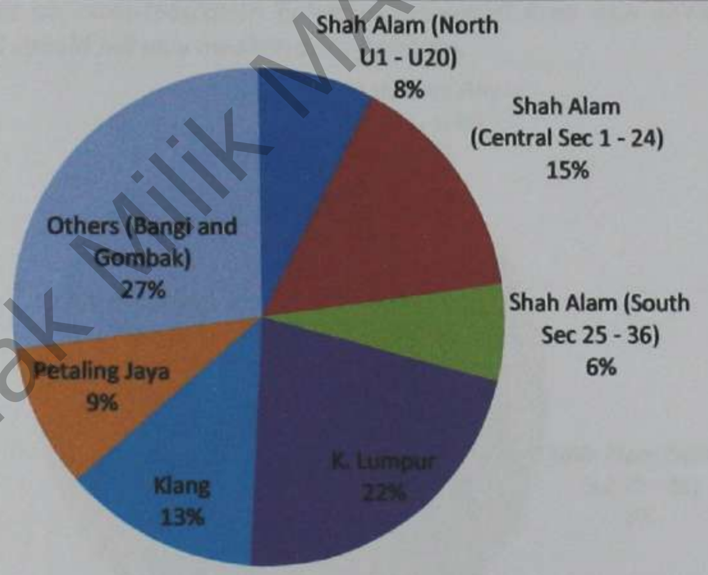


From cross-tabulation analysis (table 4.29) between Respondents Residential Area profile and opinion on Repositioning Anggerik Mall into Furniture Mall, 63% of the respondent that agree with the idea of repositioning Anggerik Mall in to Furniture Mall are those who live around Shah Alam, Klang and Kuala Lumpur.

Table 4.31: Cross-Tabulation Between Anggerik Mall Location Suitablity and Respondents Residential Area

	Respondents Residential Area	Disagree to Strongly Disagree		Agree to Strongly Agree		Chi Square Test
		Frequency	%	Frequency	%	Pearson Chi Square
Cross-Tabulation between opinion on location suitability with Gender. (Do you Think that the location of a nggerik Mall is suitable for a Furnitu re Mall)	Shah Alam (North U1 - U20)	7	2.8%	16	6.4%	0.317
	Shah Alam (Central Sec 1 - 24)	9	3.6%	31	12.4%	
	Shah Alam (South Sec 25 - 36)	4	1.6%	13	5.2%	
	K. Lumpur	2	0.8%	45	18%	
	Klang	6	2.4%	26	10.4%	
	Petaling Jaya	6	2.4%	19	7.6%	
	Others (Bangi and Gombak)	10	4%	56	22.4%	

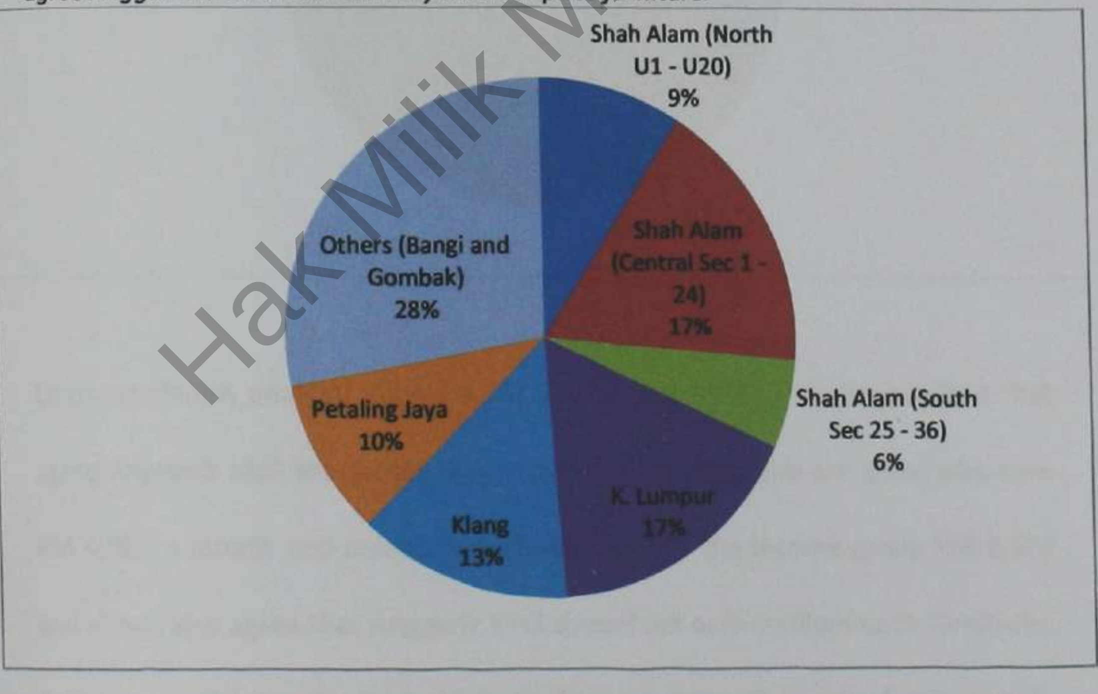
Figure 4.31: Analysis on Cross-tabulation between opinions that Anggerik Mall Location is suitable for repositioning and Residential Area Profile.



From cross-tabulation analysis (figure 4.31) between Respondents Residential Area profile and opinion that agree with Anggerik Mall location suitable for repositioning as Furniture Mall, 64% of the respondent think that Anggerik Mall location is suitable for repositioning into Furniture Mall are those who live in Shah Alam, Klang and Kuala Lumpur.

Next is a cross-tabulation analysis between respondents that think Anggerik Mall should sell medium price furniture and demographic segment which Residential Area and Monthly Household Income categories only had been selected for this purpose. The reason for the selection of these two categories of demographic profile is that it could give sufficient justification to support the finding that 82.07% respondents chose medium price type of furniture should be sell at Furniture Mall.

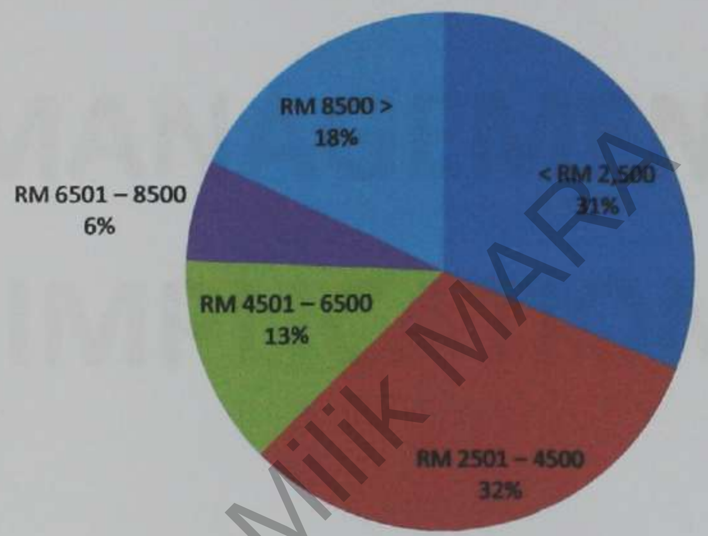
Figure 4.32: Analysis on cross-tabulation between Residential Area with opinion that agree Anggerik Mall should sell only medium price furniture.



From cross-tabulation analysis (figure 4.32), 62% of the respondent that agree Anggerik Mall should sell only medium price furnitures are those who live around

Shah Alam, Klang and Kuala Lumpur. This shows that the management should focus on medium price furniture seriously if they decided to implement the repositioning idea. This is because the respondents who supported the idea of selling medium price furniture are actually those who live near by and are a potential customer for the Furniture Mall.

Table 4.33: Analysis from cross-tabulation between opinion that agree Anggerik Mall should sell only medium price furniture and monthly household income.



Cross-tabulation analysis (figure 4.33) shows that 63% of the respondent that agree Anggerik Mall should sell only medium prices furniture are those who earn RM 4,500 a month and below. Supprisingly 18% of the income group RM 8,500 and above also agree that Anggerik Mall should sell only medium price furnitures. So it is no doubt that Furniture Mall should focus on medium price furniture only. This idea is not only being supported from those who live near by the anggerik Mall area but also from those who really can afford to buy them.

CHAPTER 5

CONCLUSION AND MANAGEMENT IMPLICATION

UNIVERSITI KEBANGSAAN MALAYSIA

Graduate School of Business

CHAPTER FIVE

CONCLUSION AND MANAGEMENT IMPLICATION

5.1 CONCLUSION

This research have reach to its conclusion and it should be able to suggest a solution on overcoming the less patronage issue that has been hammering Anggerik Mall since it first launched three years ago. Based on paragraph 4.2.6 and table 4.17, it is no doubt that Anggerik Mall has actually a good quality of facilities since all the opinion on the facilities attributes recorded the mean score above 3.1 (above moderate agree). Anggerik Mall do actually have its attraction as a malay niche Mall and the concept are acceptable by the Klang Valley residents. The only thing that can be considered as a problem towards Anggerik Mall is the retail mix and product offered since respondents does not give good remark for it (see Table 4.17). So as an answer to this problem, repositioning Anggerik Mall into Furniture Mall is certainly the prefered solution.

The survey clearly indicate that Shah Alam and other Klang Valley residents really welcome the existence of a new Furniture Mall in Shah Alam. Perhaps, the repositioning strategy is not a bad idea and can be an important factor to influence more customer to patronage and turn around Anggerik Mall. Based on paragraph 4.2.7, clealry shows that 82.07% respondents agree with the idea of repositioning Anggerik Mall into Furniture Mall. Its a solid support from the respondents who happen from Shah Alam, Klang and Kuala Lumpur (see figure 4.30).

Even though finding from this survey have shown that Anggerik Mall facilities and outlook are considered as good by respondents (see table 4.17) but action to further improve the facilties, design and promotion has to be persistently pursued without hesitate. It has been proven by many research done that this attribute are most important in order to ensure success of attracting more customer to patron at Anggerik Mall. Research done by Zafar (2007) who claimed that interior design and products sold are two of the most importants reasons why shoppers visit shopping malls. Meanwhile El-Adly (2007) and Yavas (2001) asserted that ease to parking space give high level of excitement and comfortable shopping experience thus attract shoppers to patronize a mall. Anon (2003) and Yavas (2001) also support the findings of this research where security and cleanliness are vital to sustain customer patronage towards Anggerik Mall.

However in order to guarantee success in improving Anggerik Mall performance to become as one of the best shopping malls in Shah Alam in the future, few other recommendations on how to improve the situation should be considered by the Anggerik Mall management and MARA higher management besides the repositioning strategy proposed in this research. An excellent combination of repositioning strategy and an upgraded facilities and design would absolutely make Anggerik Mall a well-renowned shopping heaven for the klang valley residents.

5.2 MANAGEMENT IMPLICATION

Based on the foregoing findings and analysis, implementing the repositioning strategy would require MARA to take some changes and improvement on every aspect from physical appearance, strategy, concept and procedures. This will give some implication to MARA especially cost. The recommendations were constructed based on the marketing mix element which consist of Place, Product, Promotion and Price. The recommendation will focuss more on strategy that can assured the repositioning works as planned.

5.2.1 Place

Paragraph 4.2.7 (ii) table 4.20 had identified that 82.6% of the respondents agreed that Anggerik Mall location is suitable for repositioning as Furniture Mall. Location so far is not a problem. However other aspect of place like physical appearance / interior design and facilites of Anggerik Mall need some upgrading that could create positive image and attraction for customer to come and visit.

i. Improve / Upgrade Physical Appearance and Interior Design

Good first impression is always an attraction that entices customers' intention to come. Based on the questionnaires distributed, many people do not know what does Anggerik Mall offers as the building merely looks like a MARA office building.

Therefore, it is imperative to improvise the mall external and internal facade to become more attractive and interesting. The outlook or exterior design should look unique to give some distinctive value of the mall and possibly should portray its uniqueness as a specialty mall. As an example of this is Sunway Pyramid that have nice-looking Pyramid feature for its building and Megamall Mid Valley, a building with a ship design. Thus, by having an attractive and eye-catching exterior design, Anggerik Mall would be able to create a good and fascinating image thus differentiate it from other competing malls.

Interior decoration also needs some serious turnaround. Currently the interrior decoration of Anggerik Mall looks ugly with an old canopy hung below the roof that have not been change since October 2008. Interior decoration should be change as frequent as possible. Perhaps the management should spend some money once in a while to redecorate Anggerik Mall interior oulook according to festivals or season. A unique interior decoration may create an interesting and attractive atmosphere. For example, they could apply the green environment concept such as "Garden in Mall" with fountains or "waterfall" to create a soothing environment. Besides green environment gives a posstive impact on Furniture Mall.

Major refurbishment and renovation would definitely have to be done since the current design of Anggerik Mall are suitable for a generic concept of mall. This is important so as to improve Anggerik Mall image that have been tarnished badly by media. Anggerik Mall certainly need some huge transformation that would turn around the bad image and physical appearance changes will definitely be able to do this. Since MARA will get a budget of RM 25 millions under the 10th Malaysia Plan to create the Furniture Mall, MARA can use this money to undertake the following renovation works which will cost approximately around RM 12.5 million only. The renovation works involve: -

i. Upgrading the public facility like toilet, lift, escalator.

ii. Creating a new multipurpose recreation and decoration corner.

ii. Creating a new main entrance from the main protokol road which will involve building a new floors at the 3rd floor and this will up lift the facade and increase the number of shop lots at least by 20 more units.

iii. Changing the current glass roof into metal deck roof which will reduce the heat from penetrating in to the building.

iv. Installing 8 units, 20' x 10' stainless steel advertisement panel at the walls.

ii. Provide more physical facilities

Generally availability of Seats, attractive Information Counter and efficient Security were among important issues that have been highlighted earlier in the research finding. Therefore it is vital for MARA to improve or increase the facilities available in Anggerik Mall eventhough the research finding have indicated that customer were satisfied with the facility available at Anggerik Mall. However, satistied is actually not sufficient to attract customer to come and visit Anggerik Mall. Its the wow factor that management should look for which creates the desire of the customer. Perhaps these wow facilities created would have to be promoted to notify customers that Anggerik Mall have something that other malls do not have.

5.2.2 Products

i. Meeting customers' wants and needs

Based on the findings it is clear and without doubt that MARA would have to implement repositioning as proposed. Since Anggerik Mall is not a big Mall that can cater a wide range of product variety, it can be redesigned as a specialty mall like many other small Shopping Mall for example Digital Mall in petaling jaya. Specialty stores and malls are much more attractive because it offers to customer a depth variety of product. For this reason MARA would have to further analysed data on Furniture Industry Players. It is important to invite only those who have involved with marketing in furniture business should be invited to operate their businesses at Anggerik Mall. This is because marketeers have better understand in meeting customers needs and wants. They know what to sell and what to campaign. Having the right people to stay at Anggerik Mall is utmostly important.

ii. Strategic planning for Repositioning and dealing with existing tenant

Paragraph 4.2.6 (table 4.17) from the research finding section clearly indicate the retail mix and product offered at Anggerik Mall were not attractive at all. These are the main reason why customer do not want to come and patron at Anggerik Mall.

Since most the existing retail have a tenancy contract until 2012 it might be a problem to get rid of them. MARA had tried to terminate these hardcore tenants August last year and what happen they retaliate and create havoc towards MARA which resulted a confrontation between MARA and the tenants. MARA have been badly hammered by the media as cruel and heartless. Since then Anggerik Mall were getting worst and its chasing away customer every each day (see Appendix on paper cutting).

So implementing repositioning at Anggerik Mall has to be done delicately and effectively. MARA have to use every strategic actions they could in order to ensure the hardcore tenants is off from the building and repositioning take place smoothly. One way to this is through negotiation where MARA could offer the tenants a placement at other building that MARA have around Shah Alam like at Section 7 and World Wide Center. Negotiation is what MARA did not do previously that makes the tenants feel neglected and being treated unjustly. Since repositioning will only take place in 2012, MARA certainly have plenty of time to negotiate with the tenants. Phase by phase the tenants can be placed somewhere else and they can do business happily. Once the negotiation is complete and all the tenants have vacate the building by then repositioning can take place immediately. This will take at least 3 years to do it since most of the tenants have the tenancy contract that expired until 2012. However in order to guarantee success and smooth in the implementation, it is vital for MARA to start a campaign by making the current tenants understand what MARA is planning to do in the next couple of years.

5.2.3 Promotions and Events

i. Organize more aggressive advertising and promotion efforts

A systematic and aggressive promotions and campaign would be necessary for this purposes. Since Furniture is not something that people would come everyday to look for, it is important a series and schedule of event and promotion to take place to ensure that customer do not forget Anggerik Mall.

The malls may organize seasonal promotion events that might not have any relation to any product that sold in Anggerik Mall. The promotion would rather to notify customer that Anggerik Mall is now a new Furniture Mall. However Anggerik Mall could have possibly a propper schedule of promotions and events thats suits with the festive season like for hari Raya Season, Chinese New Year and Christmas. Since the finding indicate the Shah Alam buyers are price sensisitve and prefer a medium price furniture to be sold at Furniture Mall it, is important to position Anggerik Mall as Medium Price Furniture. Anggerik Mall / Furniture Mall should cater seasonal promotions with discounts in huge amount on each of the product sold and it must be very strategic and something that customer did not realize or expect. This is important for positioning purposes that Anggerik Mall will remain as medium price furniture mall.

ii. **Creating an annual "Mall Events Calendar"**

It is important that all promotional activities and events to be publicly scheduled in the Mall Events Calendar. Tenants should be regularly informed about the events and promotions through Mall Events Calendar and it will act as a reminder for them to participate and make early preparation for the special day.

This Events Calendar must be well organized as it has the capability of attracting a large number of customers and thus may increase the retailers' revenue. Two way communications is vital to motivate and encourage tenants to put all their effort in participating in any of the promotional events launched. These events would definitely benefit both parties MARA and tenants once shoppers recognize and patronize the mall.

5.2.4. Price

Pricing is an important factor to attract customer to shop at a mall. Even a big mall like Pavillion and Mega Mall Mid Valley do have pricing strategy to create a positioning. Since the research finding clearly indicate that the customer around Shah Alam and Klang valley prefer medium price furniture, it is important for Anggerik Mall to design a pricing strategy that will position Anggerik Mall as a medium price furniture mall. Among the strategies that can be considered are:-

i. **Setting the pricing objective**

There many strategies that can be considered for this purpose like market-penetration pricing. Since the Shah Alam and Klang Valley customer are price sensitive this pricing strategy could be useful to stimulate customer interest to come and visit Anggerik Mall. However market-penetration pricing are not a permanent pricing strategy. It is a temporary strategy to attract customer to come and visit Anggerik Mall. As a long term plan strategy its is better that MARA should implement the pricing strategy that could maximize Anggerik Mall market share as a Furniture Mall. Among other strategy that could maximize Anggerik Mall market share is through interactive pricing strategy. Means the price are not fixed and are flexible based on volume of purchase or may be loyalty programme. In the end Anggerik Mall will achieve its objective to retain the "Gold" customer as customer patronage rather and chuck off the "Lead" customer who do not contribute in expanding market share.

ii. **Analyzing competitors pricing strategy.**

The only competitors that Anggerik Mall will be facing is IKEA and Furniture city at Sg Besi. Since the number of competitor is not many and the market is big, MARA do not have to worry so much about competitor strategy. Infact competitor like IKEA and Furniture city were placed quite far from Anggerik Mall. The only competitor that near to Anggerik Mall were SACC Mall and PKNS Complex and these malls do not have big furniture oulet to compete. So Furniture Mall at Anggerik mall would be a complementary rather a competitor to SACC Mall and PKNS Complex.

iii. Selecting the pricing method

Perhaps perceived-value pricing would be suitable for Furnituer Mall. Since the target customer are Malay, aged 35 to 55 years old with income around RM 2,500 to 6,500 a month and most of them are professionals and managements, perceived-value pricing method would be the best. This will create not only a value buyer for Anggerik Mall but also a loyal buyer.

So finally MARA higher mangement should seriously consider all the above recomendation in order to ensure that Anggerik Mall is back on track. This is due to create an improved image that could attract more customers to patronize to Anggerik Mall. The objective not only to solve the problem of customer patronize that face by Anggerik Mall but also to improve the image of "MARA Mall" where most people only recognize them as office buildings. It is important that MARA should always undertake research acitivities before deciding on something especially in building complexes that involve millions of tax payers money.

Hopefully through this research, in general, MARA will embark on new marketing strategies to change the wrong perception of the customers towards shopping malls owned by MARA throughout the country. As for Anggerik Mall, all the related parties who have interest on the building should play their roles so as to avoid the building from becoming another government White Elephant project.

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APPENDIXES

UNIVERSITI KEBANGSAAN MALAYSIA

Graduate School of Business

SURVEY QUESTIONAIRE

REPOSITIONING ANGGERIK MALL INTO FURNITURE MALL: SHOPPERS PERSPECTIVE

Dear respondent

This questionaire is prepared with the purpose to collect data and information to assist Majlis Amanah Rakyat (MARA), a government agency which had built Anggerik Mall located in Shah Alam with a study to disclose a possibility to reposition Anggerik Mall into Furniture Mall.

To ensure your anonymity, all information given and respondent's identity will be kept CONFIDENTIAL and will be used merely for official purposes. No Individual responses will be identified on any of the feedback obtained. The results will be presented only to the Management of MARA.

Your cooperation and contribution are highly appreciated.

Perpared by:

Razlan bin Hj Samsuri
MBA UKM

SECTION A : Sila tandakan (/) didalam ruang yang berpadanan dengan jawapan anda.
Please tick (/) in the box that corresponds to your answer.
(Untuk soalan 1 - 3, anda boleh memberikan lebih dari satu jawapan)
(for question 1 - 3 your answer can tick be more than one answer)

1) Secara umumnya kenapa anda melawat ke pusat membeli belah?
Please state your reason(s) for visiting shopping malls?

- Membeli di kedai tertentu (To Shop particular shop lots) ☐
- Kerana menghadiri promosi (Promotion activities / special events) ☐
- Kerana ingin melihat hiasan dan rekabentuk mall (Appreciate Decoration of shopping mall) ☐
- Menjamu selera (having meals) ☐
- Lain-lain (others) (sila nyatakan / please specify)________________________

2) *Bila selalunya anda pergi membeli belah di pusat beli belah?*
When do you normally go for shopping at shopping mall?

- Hari bekerja (weekdays) ☐
- Hujung Minggu (weekends) ☐
- Hujung Bulan (End of the Month) ☐
- Musim Perayaan (During Festival seasons) ☐

3) Waktu selalunya anda pergi membei belah?
At what time do you normally go out for shopping?

- 9 am - 2.00 pm ☐
- 2.00 pm - 7.00 pm ☐
- 7.00 pm - 11.00 pm ☐
- 1.00 pm - 3.00 am ☐

4) Sila tanda mengikut keutamaan bagi setiap perkara yang dinyatakan dibawah yang bersesuaian *dengan keperluan anda sewaktu membeli belah?*
Please indicate the importance of each item listed below that is relevant to your shopping needs?
Sila tanda (/) pada ruangan yang paling tepat dengan kehendak anda mengikut skala dibawah?
Please tick(/) item(s) that are relevant to your needs acording to the scale below

I. Kemudahan (Facilites)

	Least Important 1	2	3	4	Most Important 5
ATM					
Tandas Awam (Toilet/ Rest Area)					
Lift/Escalator					
Tempat Makan (Eating Places)					
Kemudahan tempat duduk (Availability of seats)					
Kaunter Maklumat (Information counter)					
Kemudahan tempat letak kereta (Car park)					
Tanda Arah (direction indicator)					
Kebersihan (cleanliness)					
Kawalan Keselamatan (Security)					

Sila tandakan (/) didalam ruang yang berpadanan dengan jawapan anda.
Please tick (/) in the box that corresponds to your answer.
(Untuk soalan 6 & 7, anda boleh memberikan lebih dari satu jawapan)
(for question 6 & 7 your answer can tick be more than one answer)

6) Apakah jenis produk yang anda sering beli bila ke pusat beli belah?
What product do you usually buy when visiting the above complexes?

Pakaian (Clothes)
Makanan/ Menjamu selera (Food)
Baranagan Wanita (Ladies Accessories)
Barangan Sukan (Sporting Goods)
Salon Kecantikan / Gunting rambut (Beauty salon/ Barber)
Produk Kesihatan (Healthcare)
Cermin Mata (Eye wear / optical)
Alat tulis / buku (Stationery / books)
Barangan Cenderahati (Gift Items)
Barangan Digital (Digital Items)
Barangan Elektrik (Electrical goods)
Perabot (Furnitures /furnishing)

7) Berapa kerapkah anda mengunjungi Anggerik Mall Sahah Alam?
How often do you visit Anggerik Mall, Shah Alam?

Tidak pernah (Never)
Sekali seminggu / Once a week
Sekali dalam dua minggu / Once a fortnigh (2 weeks)
sebula sekali / Once a month
sekali dalam dua bulan / Once in two month
Sekali dalam 3 bulan / Once in three months
Sekali danam 6 bulan / Once in six months
Sekali setahun / Once a year
Jangkamasa yang lain / Other duration (please specify)________________

SECTION B : Harap dapat jawab soalan berikut.
Lakarkan jawapan anda dengan menanda bulatan2 nombor skala yang tertera di bawah.

SECTION B: Please indicate your personal opinion about Anggerik Mall by circling the numbers according to the scale given below:

	Strongly Disagree				Strongly Agree
Anggerik Mall :	1	2	3	4	5
Rekabentuk Moden (Has a modern design)	1	2	3	4	5
Senang untuk dikunjungi (is Easily accessible)	1	2	3	4	5
Bersih (Is Clean)	1	2	3	4	5
Menarik (Is Attractive)	1	2	3	4	5
Mempunyai Kemudahan selesa (Has Convenient public facilties)	1	2	3	4	5
Mudah untuk bergerak (Is easy to move around)	1	2	3	4	5
Rasa selamat (Is safe for shopping)	1	2	3	4	5
Lokasi selesa (Has a convenient location)	1	2	3	4	5
Kemudahan letak kereta mencukupi (Has convenient parking space)	1	2	3	4	5
Tempat makan selesa (Has comfortable food court)	1	2	3	4	5
Perniagaan yang ada menarik (Has interesting retail mix)	1	2	3	4	5
Menawarkan produk yang sesuai dengan saya (Product offer suits me)	1	2	3	4	5

SECTION C :

1) Dimana selalunya anda membeli perabot / hiasan dalaman rumah anda ?
Where do you usually buy your home décor / furniture

Anda boleh menanda lebih dari satu kotak jawapan.
You may tick (/) more than one box.

IKEA
Kedai Perabot Berjenama (Branded Furniture Outlet)
Tempah Khas (Custom Made/ Specially Ordered)
Pusat beli belah di Kuala Lumpur (Shopping Complexes in Kuala Lumpur)
Pusat beli belah di Shah Alam (Shopping Complexes in Shsh Alam)
Impot dari Luar Negera (Import from overseas)
Furniture City di Sg Besi (Furniture City in Sg Besi)
Lain-lain (others) (Nyatakan / Please Specify)

____

2) Untuk soalan 1 dan 2 dibawah, sila nyatakan pandangan anda berhubung memposisikan Anggerik Mall sebagai Perabot Mall.
(Sila tandakan (/) pada kotak yang berkaitan dengan jawapan anda)

For question 1 and 2 below, please indicate your opinion Anggerik Mall being repositioned as a Furniture Mall.
(Please tick (/) the box that corresponds to your answer)

Strongly Disagree		Agree		Strongly Agree
1	2	3	4	5

3) Pada pendapat anda adakah lokasi Anggerik Mall sesuai untuk dijadikan Perabot Mall?
Do you think that the location of Anggerik Mall is suitable for a Furniture Mall?

Strongly Disagree		Agree		Strongly Agree
1	2	3	4	5

(Please tick (/) the box that corresponds to your answer)

4) Sila nyatakan pilihan anda bagi jenis-jenis perabot dan rekabentuk perabot berikut.
Mall?
Anda boleh (/) lebih dari satu kotak

Please state your preference for the following types and design of furniture.
You may tick (/) more than one box

Kelasik (Classic)
Pasang Sendiri (D.I.Y)
Western (Modern)
Tempatan Tradisional (Local Traditional)
Indonesian
Chinese
Kesemua di atas (All the above)

5) Apakah jenis perabot yang anda inginkan dijual di Anggerik Mall.
Anda boleh tanda(/) lebih dari satu kotak jawapan

What type of furniture(s) you prefer to be avalaible at Anggerik Mall.
You may tick (/) more than one box

Ruang Tamu/ Rehat (Living and Dining)
Hiasan Dalaman (Home Décor)
Lampu (Lighting)
Bilik Tidur (Bed room)
Pejabat (Office)
Dapur (Kitchen)
Taman (Garden)
Semua di atas (All the above)

6) Sila nyatakan pilihan anda bagi harga yang di berikan dibawah untuk perabot yang bakal di jual di Anggerik Mall? Anda boleh tanda (/) lebih dari satu kotak jawapan.

Please indicate your preference for the following price categories for the furniture to be sold at Anggerik Mall.
You may tick (/) more than one box.

Mahal (Expensive)
Sederhana (Medium)
Murah (cheap)

7) Adakah anda perlukan perkhidmatan pemasangan disediakan di Anggerik Mall (Furniture Mall)?
Would you like Anggerik Mall (furniture Mall) to provide furniture Installation service?

Ya (Yes)
Tidak (No)

8) Adakah Anggerik Mall (Furniture Mall) perlu menyediakan perkhidmatan pengangkutan (dengan Caj)?
Should Anggerik Mall (Furniture Mall) provide transportation service (with Charges)?

Ya (Yes)
Tidak (No)

9) Adakah Anggerik Mall (Furniture Mall) perlu menyediakan ruang untuk makanan dan minuman?
Should Anggerik Mall(furniture Mall) provide spaces for food and beverages?

Ya (Yes)
Tidak (No)

10) Apakah jenis perniagaan makanan dan minuman yang perlu ada di Anggerik Mall (Furniture Mall) yang perlu ada di Anggerik Mall (Furniture Mall)? Anda boleh tanda(/) lebih dari satu kotak jawapan.

What type of food and beverages businesses should Anggerik Mall (Furniture Mall) provide ?
You may tick (/) more than one box

Restoran Berjenama (Expensive Restaurant)
Restoran Makanan Segera (Fast Food Restaurant)
Kopitiam
Restoran Mamak (Mamak Restaurant)
Food Court

11) Adakah perlu Furniture Mall menyediakan kemudahan kredit seperti Skim Bayaran Ansuran?
Would you like the Furniture Mall to provide credit facilities such as Instalment Payment Scheme?

Ya (Yes)
Tidak (No)

SECTION D : Sila nyatakan pilihan anda bagi jenis-jenis perabot dan rekabentuk perabot berikut.
Mall?
SECTION D : Please tick(/) in the box that corresponds to your answer

1) Jantina (Gender)

Lelaki (Male)
Perempuan (Female)

2) Umur (Age)

18-25
26-35
36-45
46-55
56 and above (Ke atas)

3) Pendidikan tertinggi anda (Highest education)

SPM and below (Kebawah)
Diploma / STPM
Bachelor Degree
Masters Degree & above (ke atas)

4) Taraf Perkahwinan (Marital Status)
Bujang (Single)
Berkahwin (Married)
Janda atau Duda (Widowed/Divorce)

5) Pekerjaan (Occupation) :
Professional
Pengurusan (Management)
Perkeranian (Clerical)
Pelajar (Student)
Berniaga (Business)
Tidak Bekerja / Bersara (Unemployed/pensioners)
Lain-lain (Others) (Sila nyatakan / Please Specify)________________________

____

6) Pendapatan Isi Rumah sebulan (Monthly household income)

RM 2500 & below (kebawah)
RM 2501 - 4500
RM 4501 - 6500
RM 6501 - 8500
RM 8501 and above(Ke atas)

7) Kawasan tempat tinggal anda (Your Residential area:)

Shah Alam (utara / North U1 - U20)
Shah Alam (tengah / Centre, Sec 1-24)
Shah Alam (selatan / South, sec 25 - 36)
Kuala Lumpur
Klang
Petaling Jaya
lain-lain (Others) (Sila nyatakan / Please Specify)________________________________

____

Peniag[illegible]an[illegible]ndakan Mara

Oleh RASMI ABDULLAH
kota@utusan.com.my

PENIAGA di Anggerik Mall menunjukkan notis penamatan sewa daripada Mara yang mereka terima baru-baru ini.

SHAH ALAM 5 Ogos – Lebih 100 peniaga di Anggerik Mall di sini membantah tindakan Majlis Amanah Rakyat (Mara) menyerahkan pengurusan kompleks membeli-belah itu kepada pihak swasta.

Mereka turut melahirkan rasa kesal dan terkilan dengan tindakan itu kerana tidak ada sebarang pertemuan antara pihak Mara dengan kesemua penyewa Anggerik Mall bagi menerangkan tentang perkara tersebut lebih awal.

Lebih mengecewakan apabila mereka menerima notis penamatan sewa daripada Mara pada 30 Jun lalu sedangkan kontrak mereka sehingga 31 Januari tahun depan.

Pengerusi Persatuan Usahawan Anggerik Mall (PUAM), **Abdul Rahman Ismail** berkata, sikap Mara yang enggan bertemu dengan pihak PUAM untuk memberi penjelasan berhubung isu itu menimbulkan tanda tanya kepada semua peniaga.

Menurut beliau, perkara tersebut lebih mengelirukan lagi apabila mereka menerima pelbagai surat termasuk surat penyewaan sementara pada 17 Julai lalu yang meminta mereka membayar deposit satu bulan dan deposit utiliti sebanyak RM500.

Tambah membingungkan mereka, kata Abdul Rahman, apabila mereka menerima notis pada 29 Julai lalu yang menyatakan kegagalan mereka menandatangani surat tersebut dan ini menyebabkan mereka akan menerima notis pengosongan premis daripada pihak pengurusan.

"Bagi saya proses pengambilalihan pengurusan bangunan telah dibuat secara tergesa-gesa tanpa membuat kerja-kerja menilai keupayaan menukar konsep Anggerik Mall kepada Digital Mall.

"Tindakan ini seperti menganiaya peniaga di sini yang bersusah payah membuat promosi," katanya ketika ditemui di Anggerik Mall di sini semalam.

Setiausaha PUAM, **Noorhana Daud** pula berkata, tindakan Mara itu menyebabkan kebanyakan peniaga di sini kecewa kerana ada antara mereka yang buat pertama kalinya memberanikan diri menceburi bidang perniagaan.

"Adakah tindakan Mara ini wajar kerana sepatutnya mereka berusaha dan memberi tumpuan untuk sama-sama memberi nasihat dan bimbingan serta bantuan kepada peniaga bumiputera.

"Kami teraniaya di atas tindakan Mara ini yang seolah-olah tiada perancangan yang jelas bagi membantu peniaga di sini," ujar beliau.

Ahli Jawatan Kuasa PUAM, **Dr. Aimi A. Latiff** pula berkata, beliau tidak menolak tindakan penswastaan itu tetapi cara yang dilakukan oleh Mara seperti menyorokkan sesuatu daripada peniaga yang menyebabkan mereka tidak puas hati.

Katanya, sebelum penswastaan itu berlaku pihak peniaga tidak perlu membayar kos utiliti tetapi perkembangan terbaru ini menyebabkan peniaga mengeluh kerana terpaksa menanggung kerugian membayar sewaan tersebut.

Anggerik Mall masih milik Mara

Hasil campur tangan Menteri Kemajuan Luar Bandar dan Wilayah

Isu Anggerik Mall selesai

MM - 27/12/09

eh ABDUL YAZID ALIAS
n SAHARUDDIN ABDULLAH
ngarang@utusan.com.my

HAH ALAM 26 Dis. – Kemelut para niaga dengan pihak pengurusan usat beli-belah Anggerik Mall, Urun Inno Elegan Sdn. Bhd. (IESB) jangka selesai hasil campur tangan enteri Kemajuan Luar Bandar dan ilayah, Datuk Seri Mohd. Shafie odal hari ini.

Beliau yang mengadakan perteuan hampir tiga jam dengan wakil niaga dan syarikat pengurusan baunan itu memberitahu, syarikat sebut diberi tempoh dua minggu tuk menyelesaikan masalah yang hadapi.

Mohd. Shafie turut mengingatkan ra peniaga yang belum melunasn tunggakan sewa supaya berbuat mikian dan memberi kerjasama paya aktiviti perniagaan di situ beran lancar.

"Saya harap masalah ini dapat dilesaikan dalam tempoh yang singt. Kita beri masa satu hingga dua inggu kepada syarikat pengurusan nggerik Mall.

"Selain itu, kita juga minta IESB ertingkatkan promosi bagi menarik ebih ramai pengunjung ke Anggerik Aall selain meminta para peniaga nembayar sewa dan sebagainya," kaanya kepada pemberita di sini hari ini.

Mohd. Shafie berkata, tanpa kerjasama tersebut sukar untuk Mara mendapatkan modal pusingan bagi membantu peniaga bumiputera lain meningkatkan taraf ekonomi dan sosial mereka.

Turut hadir dalam pertemuan itu ialah Pengerusi Persatuan Usahawan Anggerik Mall (PUAM), Abdul Rahman Ismail manakala IESB diwakili oleh Pengarah Urusannya, Huzry Fionnawatty Hussein.

SHAFIE Apdal melawat ruang perniagaan di Anggerik Mall milik Mara yang kurang mendapat sambutan orang ramai di Shah Alam, Selangor, semalam.

Pada 17 Disember lalu, beberapa peniaga di pusat beli-belah Anggerik Mall mendakwa perniagaan mereka semakin tenat.

Pihak IESB yang dilantik sebagai pengurusan baru Anggerik Mall sejak Julai lalu dikatakan menindas dan tidak memperjuangkan nasib mereka.

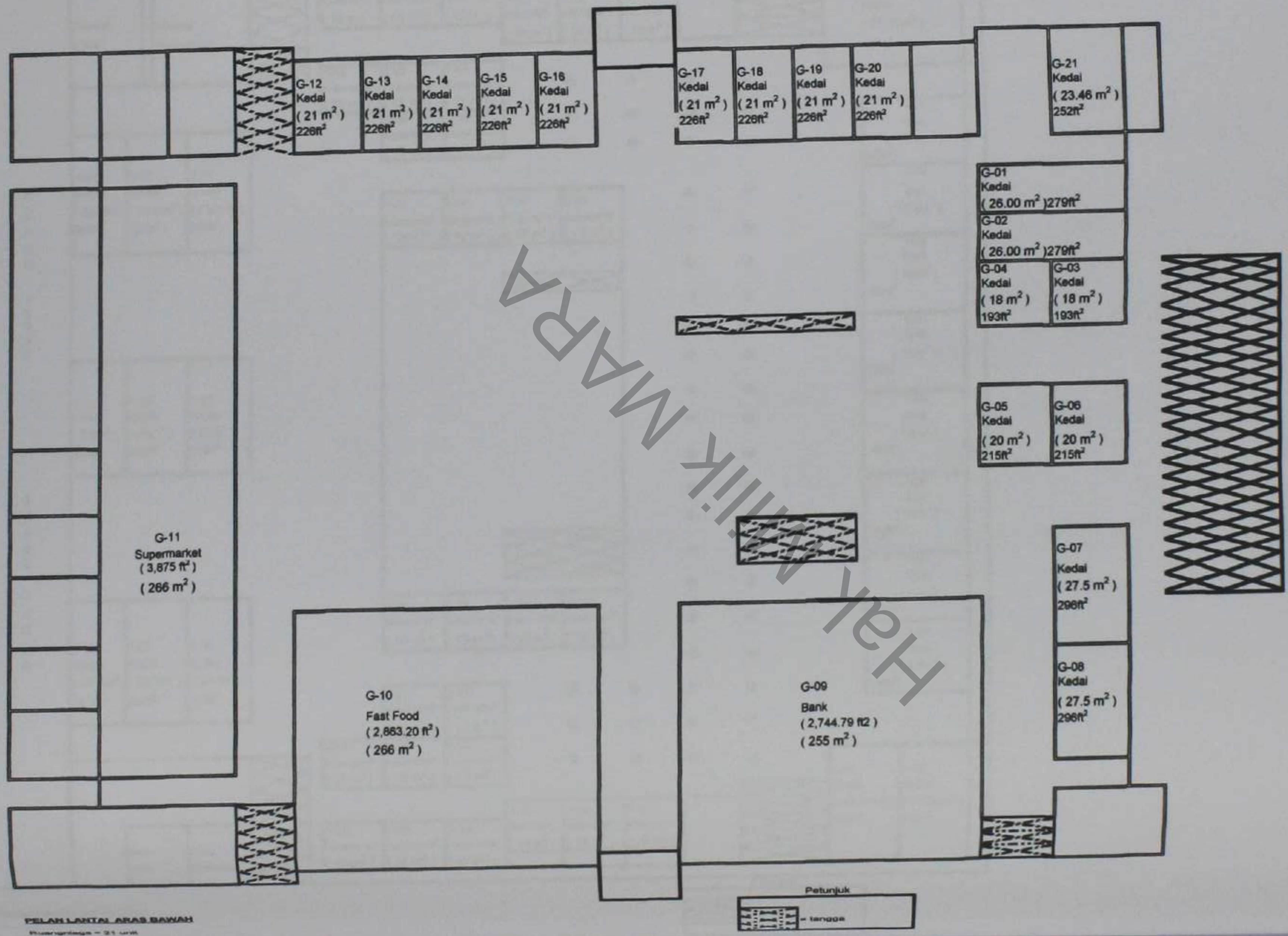
Para peniaga mendakwa mereka teraniaya apabila terdapat percanggahan kehendak peniaga dan pihak pengurusan, selain tiada kerjasama serta persefahaman antara kedua-dua pihak.

Bagaimanapun, pihak IESB menafikan menindas peniaga di Anggerik Mall sebaliknya menjelaskan para peniaga terbabit gagal menjelaskan sewa bulanan.

Menurut Huzry, pihaknya terpaksa membelanjakan hampir RM50,000 untuk menampung kos penyenggaraan bangunan, bayaran sewa pekerja dan bayaran gaji pengawal keselamatan.

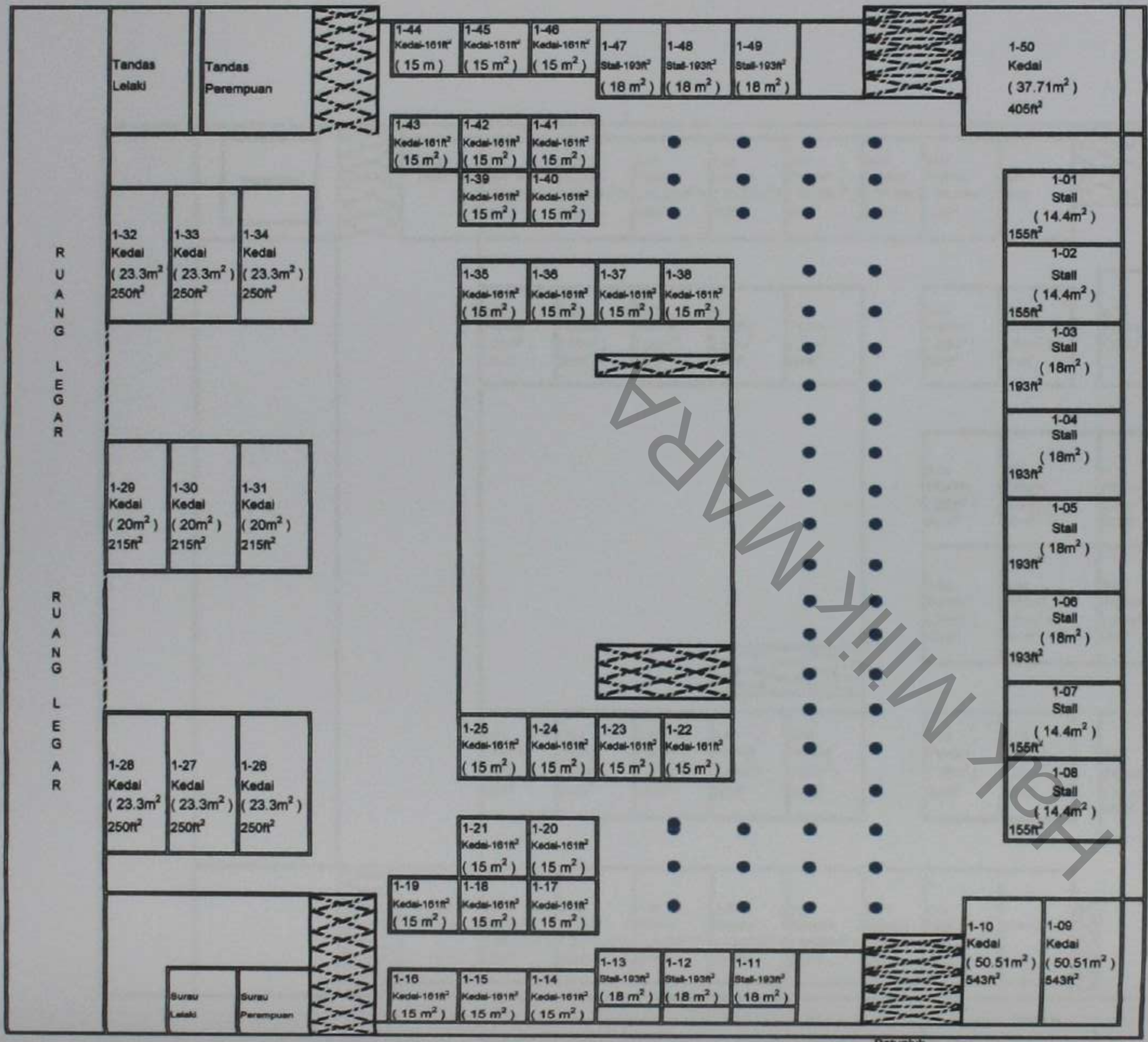
Pada 21 Disember lalu, IESB telah mengeluarkan notis pengosongan premis kepada 110 peniaga terlibat.

Ia ekoran ekoran keengganan m reka mematuhi arahan pihak pen rusan untuk menandatangani l trak perjanjian penyewaan dan r bayar tunggakan sewa setelah c tempoh dua bulan untuk ber demikian.



PELAN LANTAI ARAS BAWAH

Ruangniaga – 21 unit

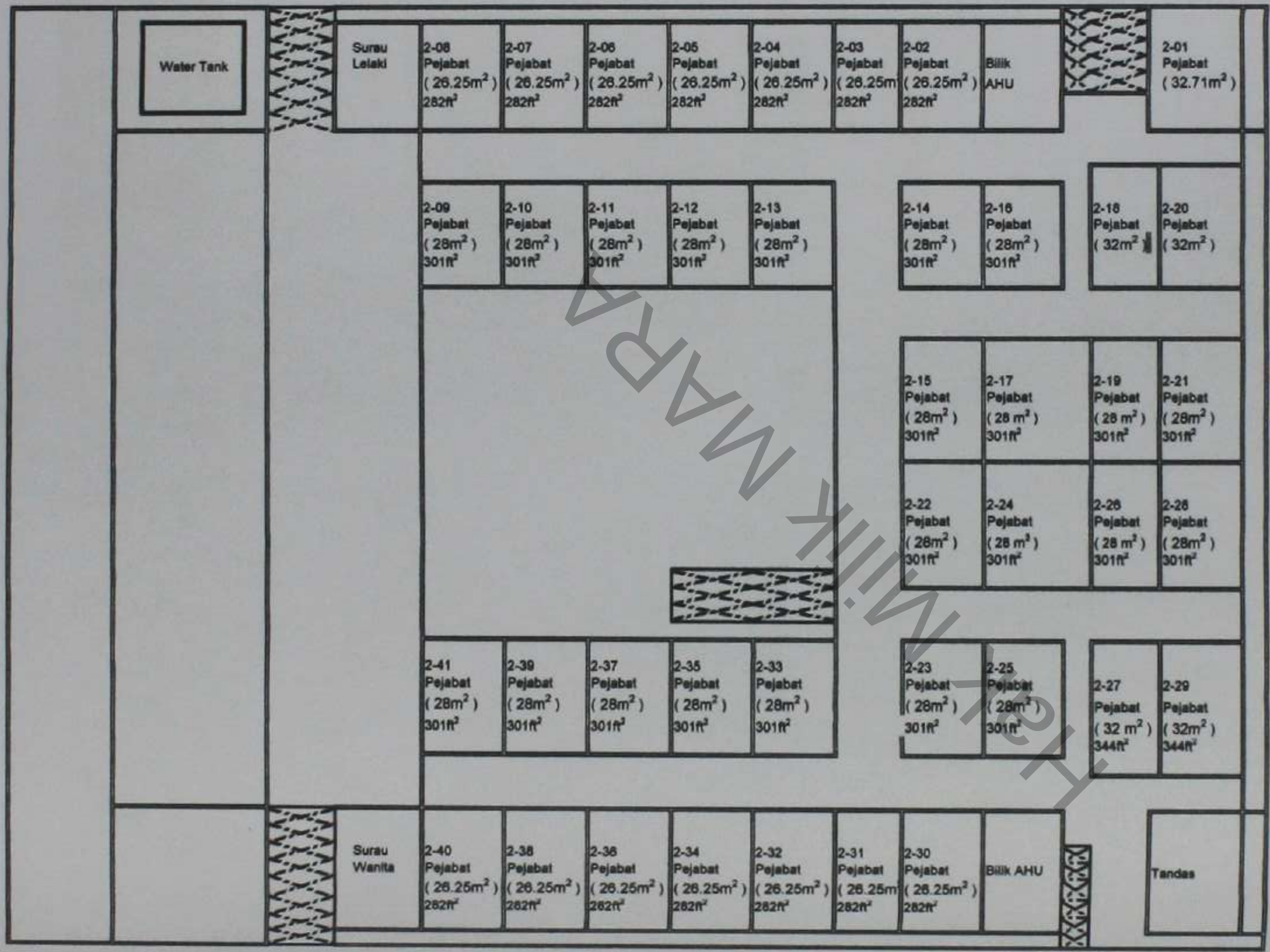


PELAN LANTAI ARAS SATU

Ruangniaga – 50 unit

Petunjuk

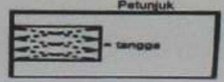
= tangga



PELAN LANTAI ARAS DUA

Ruangniaga = 41 unit

Petunjuk



LIST OF ANGGERIK MALL TENANTS

NAMA	JENIS PERNIAGAAN
1. Mohamad Yasir Bin Kamarulzaman	Menjual Alat Telekomunikasi
2. Hamidah Binti Md Atan	Aksesori Wanita Cenderahati
3. Chuki (M) Sdn. Bhd.	Kedai Bunga
4. Nurazian binti Din	Butik Pakaian
5. QP Collection	Butik Pakaian
6. Takzim Textile	Kedai Kain Ela
7. Noor Arfa Batek Sdn. Bhd.	Butik Pakaian (Batik)
8. Ismahwati binti Ismail	Kedai Kain Ela
9. Muhammad Sohaimi Omar	Kedai Pakaian,Baju Melayu,Tailoring
10. Sarabano bt. Noor Mohamed	Kedai Kasut
11. Normah Binti Hamzah	Barangan Perhiasan Wanita
12. Rosidah binti Md. Isa	Tas Tangan Dan Kasut
13. Norlin binti Md Noor	Butik Pakaian Wanita
14. Muhammad Khir Bin Mohd Hanipiah	Advertising & Digital Printing
15. Zaluzi Bin Sulaiman	Peruncitan Menjual & Mengedar Perfume
16. Abd. Salam Arifff b. Abd. Hamid	Kedai Emas
17. Wan Shuri binti Ghazali	Klinik Perubatan Elektronik
18. Hisham bin Hashim	Minuman
19. Kholijah binti Kasim	Mee Rebus
20. Siti Suzanaliza binti Jauhari	Nasi Ayam Hainan
21. Mairan binti Ngatmodik Romo	Nasi Lemak
22. Jaezah binti Johan	Masakan Johor
23. Selera Needa	Nasi Campur
24. Safwan Bin Mohammad	Minuman
25. Zarina Binti Md Amin	Makanan Sejuk Beku
26. Norliza binti Zulkafly	Mee Kari / Mee Rebus
27. Mohd Zaki Bin Ahmad	Kedai Makan Masakan P. Timor
28. Siti Ramlah Binti Dollah	Makanan & Minuman
29. Zarifah binti Abd Aziz	Ikan Hiasan Dan Aksesori Kolam
30. Heritage De Beau Impression	Produk Kesihatan
31. Rome Sartijan	Kedai Baiki Kasut
32. Wawasan Maya Sdn. Bhd.	Kedai Gambar
33. Laila Fazilah binti Abdullah	Alat Jahitan
34. Mangkubumi Sdn. Bhd.	Perhiasan Dari China

35. Radzuan Bin Omar	Telekomunikasi & IT
36. Datin Rosmina binti Abd Majid	Kedai Barangan Kosmetik
37. Jamaluddin Bin Mohd Aris	Menjual, Membekal alat-alat Komputer
38. Wan Noordiran binti Wan Long	Batik Sutera
39. Nurhaszuriaty Ayu binti Hashim	Kedai Lampu Hiasan
40. Mohd Affendy Bin Mustafa	Menjual Barangan Komputer (IT)
41. Che Zamna Zainul	Kedai Peralatan Perkahwinan
42. Suria binti Osman	Kabinet Dapur (Show Room)
43. Zurida Azah binti Abdul Rahman	Café
44. Johari Bin Abdullah	Menjual & Mengedar Barangan IT
45. Juhara binti Ibrahim	Langsir
46. Kherul Kamal bin Mohd Rubi	Kedai Barangan Kulit
47. Ridzuan Bin Abdullah	Membekal dan Menjual Komputer
48. Sugiwanto Bin Sulaimi	Membekal & Menjual Komputer
49. Datin Mardhiah bt. Md. Zin	Barangan MPOB
50. Shahros Andi Bin Samsul Baharom	Telefon Bimbit
51. HAIA Enterprise	Kedai Cenderahati
52. Noorhana binti Daud	Cenderahati
53. Farazila Boutique	Produk Kesihatan
54. Azizah Binti Mohamed Ali Piah	Pelbagai Asam Dan Gula-Gula
55. Norzana Binti Zakaria	Spa & Produk Herba
56. Laara Beauty Solutions Entrprise	Salon Kecantikan
57. Lavish Laboratory (M) Sdn Bhd	Moden Spa
58. Fadzil bin Samat	Kedai Gunting Rambut (Lelaki)
59. Selmah binti Ab. Ghani	Nasi Campur
60. Sharifah binti Ramli	Masakan China
61. Muhamed Yunus b. Mohamed	Kuih Muih / Sandwich
62. T Ahmad Ridhwan bin T. Abdul Rahim	NewOne Trading & Agency
63. Abd Rahman bin Ismail	Pejabat Perkhidmatan
64. Mars Management & Supply	Konsultan
65. Abdullah bin A Hamid	Konsultan
66. Noorafizah Abdul Aziz & Associates	Guaman
67. Pakar Management	Pejabat Pengurusan
68. Hydramas Travel & Tours Sdn. Bhd.	Agensi pelancongan
69. Abu Bakar bin Abd Jabbar	Pesuruh Jaya Sumpah
70. Mohd Anuar bin Mohd Yusop	Kontraktor
71. Noor Azwad bin Mohd Noor	Percetakan
72. Sharifah Khalijah Bt Said Hussain	Pejabat Kontraktor
73. Awi bin Jusoh	Percetakan
74. Damia S Enterprise	Percetakan
75. Shaharidah Kamsiah Bt Jaafar	Jahitan

76. Sameru Chemical Industries Sdn. Bhd.	Barangan Pencuci (Detergent)
77. Badrul Hisham bin Khairi @ Omar	Andaman Pengantin
78. Md Zamzuri Abu Hassan	Pejabat Am
79. Nor Jumaaty binti Mahdazar	Andaman Pengantin
80. Transasia Property Consultancy	Penilai Hartanah
81. Khairul Kholidi bin Baharuddin	Trading
82. Mohd Muzli Bin Zakaria	Membekal Peralatan Pembelajaran
83. Sharifah Mazuin Binti Syed Azlan	Pejabat Dan Jualan Produk Herba
84. Md.Aswai Bin Ismail	Architectural services & Construction
85. Suwarni binti Yahya	Jahitan Pakaian
86. Roslan bin Hussain	Peralatan Komputer
87. Fesyen Tradisional Najmoon	Jahitan Pakaian
88. Rafidah binti Shamshudin	Salon Kecantikan
89. Rosaffedah binti Mohamed Ramli	Dandanan Rambut
90. Sabariah binti Abdullah	Salon Kecantikan
91. Sharifah binti Ramli	Pejabat (General Trading)
92. Hazudin bin Badaruddin	Pejabat Am
93. Shuriana binti Mohd Husin	Event Management & Wedding Planner
94. Arfah Julaizah Binti ariffin	
95. Aljeffry bin abdul Rashid	Pejabat Am
96. Mohamed Jamil bin Ahmad	Percetakan Cenderahati
97. Semai Sedaya Sdn. Bhd.	pejabat Am
98. Twinity Enterprise Sdn. Bhd.	Pemaju Hartanah
99. Parallel Time Sdn. Bhd.	Pejabat Pengurusan
100. Twinity Enterprise Sdn. Bhd.	Pemaju Hartanah
101. Puteri Nurul Akmar binti Mohd Zabri	Kontraktor
102. Nor Rahah binti Ab Ghani	Kontraktor
103. Pejabat MARA Negeri Selangor	Pejabat