PLAN II: ADMINISTRATIVE DISTRICT BOUNDARY OF SELANGOR

Source: Census Report 1991
APPENDIX I

RETAIL TENANT CLASSIFICATIONS

General Merchandise (1)

Department store  
Junior department store  
Catalogue store/showroom  
Emporium  
Supermarket

Clothing and Accessories (2)

Bridal shop  
Children’s wear  
Costume jewellery  
Hosiery/Underwear, Ladies wear  
Fashion house  
Boutique  
Maternity  
Men’s wear  
Textile, batik  
Tie shop/stocking  
Goldsmith/Jade shop  
Jewellery  
Ladies wear  
Cosmetics

Shoes/Luggage/Leather goods (3)

Sports shoes  
Children’s shoes  
Ladies shoes  
Men’s/boy’s shoes  
Handbag  
Luggage/bags/briefcases  
Wallets/Belts

Home Furnishings/Hardware (4)

China and glassware  
Curtains and drapes  
Cutlery  
Floor coverings  
Furniture  
Lamps  
Furnishing/Furniture
Home improvements
Paint and wallpaper
Car accessories

**Electrical/Home Appliances and Music (5)**

Computer
Gourmet cookware
Musical instruments
Radio/Video/Audio
Records/tapes/cassettes/CD
Sewing machine
Music showroom
Air-conditioning

**Gift and Specialty (6)**

Books and stationery
Cards and gifts
Souvenirs
Handicraft
Watch/clocks/pen
Florist

**Hobby and special interest (7)**

Arts and crafts/painting
Cameras
Stamp/coin shop
Game/Toy store
Sports good, wear
Hobby
Toys
Fitness centre/Health Club
Car accessories

**Food services/Food (8)**

Restaurant
Cafeteria
Fast food outlets
Cooking shop
Doughnut shop
Yogurt shop/stall
Food court

Bakery
Candy
Delicatessen
Health food
Ice cream parlour
Coffee house
**Personal Services (9)**

- Barber shop/hair stylist
- Beauty shop/saloon
- Film processing
- Formal wear rental
- Optical shop
- Key duplicate
- Laundry
- Photocopy
- Shoe repairs
- Travel Agent
- Video tape rental
- TV/electrical appliance repairs
- Clinic (medical/dental)
- Pharmacy
- Tailor

**Financial Services (10)**

- ATM
- Banks/Finance
- Insurance
- Money changer

**Entertainment/Recreation (11)**

- Cinema/cineplex
- Karaoke
- Amusement centre/arcade
- Bowling alley
- Night clubs
- Discotheque
- Snooker
- Gaming (Sports Toto/Magnum)

**Others (12)**

- Tuition centre/institute
- Office
- Stock brokers
- Car showroom
APPENDIX II

CHAN KOK LAI
EBC9429
Final Year MBA
University of Malaya

February 12, 1997

Dear Sir

SURVEY ON THE DEVELOPMENT OF RETAIL SPACE IN SHOPPING COMPLEXES IN THE KLANG VALLEY

I am currently pursuing the Master of Business Administration (MBA) at the Faculty of Economy and Administration, University of Malaya.

As a partial fulfillment for this degree, I am conducting a survey for my Research Project.

The purpose of this Research Project is to study the development of retail space in shopping complexes in the Klang Valley.

You have been selected to participate in this survey. Your cooperation and views in answering the attached questionnaires is deeply appreciated.

All information provided would be kept under the strictest confidentiality.

Thanking you in advance,

Yours sincerely,

........................
CHAN KOK LAI
A SURVEY ON THE DEVELOPMENT OF RETAIL SPACE IN SHOPPING COMPLEXES IN THE KLANG VALLEY

The purpose of this survey is to identify the views of major chain store retailers with respect to the emergence of a spate of new shopping complexes in the Klang Valley and its impact on the retail industry development. Any information provided would be treated as strictly confidential. No person or organization would be identified in any subsequent publication of this research.

THANK YOU
PART A : VIEWS ON SHOPPING COMPLEXES DEVELOPMENT

1. How many of your shops are in shopping complexes in the Klang Valley? 
   _______ units

2. In the past, most of the retailers were keen in taking up retail space in any of the new shopping complexes in the Klang Valley. Are you still doing so in the recent 2 years? 
   ☐ Yes ☐ No ☐ Only on selective basis

3. Please state the shopping complexes in the Klang Valley that locate your most excellent business outlets:
   a. ___________________________  b. ___________________________
   c. ___________________________  d. ___________________________

4. Please state the shopping complexes in the Klang Valley that locate your poorest business outlets:
   a. ___________________________  b. ___________________________
   c. ___________________________  d. ___________________________

5. Generally, do you enjoy good business in the past 2 years in the following shopping complexes in the Klang Valley:
   Old shopping complexes: ☐ good ☐ average ☐ poor
   New shopping complexes: ☐ good ☐ average ☐ poor
   (Note: old = more than 2 years (before 1995), new = less than 2 years (after 1995))

6. Please tick the reasons for good business:

   Product Attributes:
   ☐ Reasonable prices
   ☐ Good quality
   ☐ High brand awareness

   Shopping Complex Characteristics:
   ☐ Shoplot well-located
   ☐ Shopping complex well-located
   ☐ Well-designed layout plan
   ☐ Sufficient internal facilities provided (e.g. car parks, lifts, toilets)
   ☐ Only shop of its kind
   ☐ Wide range of products
   ☐ Good reputation and complex management
   ☐ Attraction of anchor tenant
7. Please tick the reasons for poor business:
- Shoplot poorly-located
- Shopping complex poorly-located
- Too many shopping complexes
- Lack of complex publicity
- Poor complex management
- Poor complex layout
- Insufficient internal facilities
- Keen competition in business/too many brands
- General decline in business

8. Have your business in the existing (old) shopping complexes been affected in the past 2 years in view of the current phenomenon of the mushrooming of new mega shopping complexes in the Klang Valley?
- Increased by ________ %
- Decreased by ________ %
- No change

9. Can your business turnover generally cover the expenses in the following shopping complexes?

<table>
<thead>
<tr>
<th>Shopping Complexes</th>
<th>Yes</th>
<th>No</th>
<th>Merely Break Even</th>
</tr>
</thead>
<tbody>
<tr>
<td>New shopping complexes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old shopping complexes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. If your business performance in these shopping complexes are poor, would you intend to opt for early termination of lease or to pull out once the lease expires?
- Yes
- No, but demand for rental reduction

11. If the rental adjustment is not up to your expectation, would you still continue your business operation in these shopping complexes where the business performance are below average?
- Yes
- No

12. Which of the following would you prefer as the best anchor tenants for future shopping complexes?
- Strong conventional department store
- Strong hypermarket
- Both strong department store and hypermarket
13. How likely is your business to be represented in the following new shopping complexes by the year 2000?

- KLCC, J Ampang
- Plaza Rakyat, J Pudu
- Star City, J Imbi
- Kuala Lumpur Sentral
- Mid Valley Plaza, J Syed Putra
- Linear City, J Syed Putra
- Bintang Square, J Bukit Bintang
- Vision City, J Sultan Ismail
- UE3, J Loke Yew
- Galaxy Station, J Kelang Lama
- Galaxy Ampang, J Ampang
- Sunway Pyramid, Bandar Sunway
- Summit Centre, Seri Kembangan
- Summit City, Subang Jaya
- Entah Parade, Seri Petaling
- Capital Point, Shah Alam
- The Mines, Sungai Besi
- Capital Square, J Munshi Abdullah
- City Props, PJ
- Pandan Safari Parade, Pandan Perdana
- Damansara Uptown, Damansara Utama
- Amcorp Trade Centre, J Timor
- One PJ Avenue, PJ
- Kelana Jaya, J Kelana Jaya
- St. Marys, J P Ramlee
- Naga City, J Kepong
- Safuan Plaza, J Chow Kit
- Plaza Duta, J Ampang

14. Do you agree that there is a strong indication of market saturation and oversupply of retail space in Klang Valley?

- Yes
- No

15. What are the important factors for the success of a new shopping complex?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

16. What are the important factors that you would consider before deciding on renting a shoplot in a shopping complex?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

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page 3 of 5
PART B: VIEWS ON RETAIL INDUSTRY DEVELOPMENT

1. Do you see the retail business would become more competitive towards the year 2000?
   □ Yes   □ No

2. Are you facing a shorter retail life cycle in the 1990s?
   □ Yes   □ No

3. Do you think the emergence of new retail forms (e.g. Discount Store, Hypermarket, Convenience Store, Specialty Store, Franchising Store) has affected your business?
   □ Yes   □ No

4. Has non-store forms of retailing (e.g. direct selling, mail order, telemarketing, telephone marketing, electronic shopping) affected your business?
   □ Yes   □ No

5. Do you see increasing competition from the same or different types of retailers?
   □ Yes   □ No

6. Have you placed more importance in launching new store formats targeted at different lifestyle groups?
   □ Yes   □ No

7. Have you placed more importance in new retail technology over the years as one of your competitive tools?
   □ Yes   □ No

8. Do you place high emphasis on the provision of good sales service to your customers?
   □ Yes   □ No

9. The purchasing power of consumers would become higher towards the next decade, but the market share would be spread over a large number of shopping centres and new retailers?
   □ Yes   □ No

10. Do you think that Malaysia could become a world-class shopping paradise?
    □ Yes   □ No
11. How would you describe the changes in the retail industry in the Klang Valley?

12. What are your views in the retail trends over the next few years?

13. How do you think the problem of oversupply of retail space could affect your business?

14. What steps would you be taking in view of the current phenomenon of the emergence of new mega shopping complex projects in the Klang Valley?

Thank You For Your Kind Cooperation