

## **ABSTRACT**

This study examines and analyses the development of retail space in shopping complexes in the Klang Valley by the year 2000. It involved two data collection procedures which are the secondary and primary data collection.

The secondary data collection method was used to gather data of the existing and the future shopping complexes for the purpose of analysis on the growth of retail space in the Klang Valley. A comparison was made on the existing supply of those shopping complexes as at 1996 and the future supply of those which would be completed by 2000. The sources of materials relied upon are mainly the marketing brochures and newspaper advertisements of shopping complexes as well as the articles published in the local newspapers and magazines. The study excludes the retail space provided by those supermarkets and department stores operating in shop houses.

The primary data collection method was used to obtain the views of the major chain store retailers with respect to the shopping complex development as well as on the retail industry development in the Klang Valley. A set of questionnaire was sent to each of the members of The Association of the "Retailers Chain Affiliation, Malaysia" (RCA). This Association represents a well retailer-mix of the retail industry. The views of the chain store retailers concerned were then compiled.

It is hoped that these research findings and recommendations would be useful to those parties involved in the shopping complex development and in the retail industry, either from the public or the private sectors, for consideration and adoption in their strategies planning.