TABLE OF CONTENTS

ABSTRACT

ACKNOWLEDGEMENT

CHAPTER I  INTRODUCTION

1.1  INTRODUCTION  1
1.2  SCOPE AND OBJECTIVE OF STUDY  4
1.3  PROBLEMS ON HANDS  4
1.4  PURPOSE AND SIGNIFICANCE OF STUDY  6
1.5  PROBLEMS ON THE RESEARCH  7
1.6  ORGANISATION OF THE REPORT  8

CHAPTER II  LITERATURE REVIEW

2.1  INTRODUCTION  10
2.2  DEFINITIONS  11
  2.2.1  Shopping Complex  11
  2.2.2  In The Klang Valley  13
2.3  RETAIL CHANGE  14
  2.3.1  Around The World  14
  2.3.2  In Malaysia  17
  2.3.3  In The Klang Valley  18
2.4  A REVIEW OF PAST AND CURRENT SHOPPING CENTRE DEVELOPMENT TRENDS  19
  2.4.1  Introduction  19
  2.4.2  Shopping Complexes In The 1970's  20
  2.4.3  Shopping Complexes In The 1980's  21
  2.4.4  Current Trends Of Shopping Complex Development  22
2.5  SUBURBAN SHOPPING COMPLEXES  24
2.6  THE ADVENT OF RETAIL WAREHOUSE  25
2.7  THE INTRODUCTION OF HYPERMARKET  26
2.8  NEW TECHNIQUES OF MERCHANDISING  28
2.9  REVIEW OF THE RETAIL INDUSTRY IN KLANG VALLEY  29
  2.9.1  The Central Business District Of Kuala Lumpur  29
  2.9.2  The Golden Triangle Of Kuala Lumpur  34
  2.9.3  Kuala Lumpur Suburban Area  39
  2.9.4  The Western Klang Valley  43
  2.9.5  The Eastern Klang Valley  47
  2.9.6  The Northern Klang Valley  49
CHAPTER III  LOCATIONAL ANALYSIS

3.1 INTRODUCTION

3.2 TRADE AREA STUDIES

3.3 THE GRAVITY MODEL ANALYSIS

3.4 BASIC FACTORS AFFECTING LOCATIONAL ANALYSIS

3.4.1 Population

3.4.2 Income Levels

3.4.3 Retail Expenditure

3.4.4 Retail Area

3.4.5 Accessibility

3.4.6 Shopping Habits

3.4.7 Competitive Facilities

3.4.8 Other Factors

3.5 METHODS OF ASSESSING LOCATIONAL POTENTIAL

3.5.1 The King’s Lynn Method

3.5.2 Disadvantages

CHAPTER IV  RESEARCH METHODOLOGY

4.1 INTRODUCTION

4.2 RESEARCH HYPOTHESIS

4.3 METHODOLOGY AND DATA COLLECTION PROCEDURE

4.4 SAMPLING DESIGN

4.4.1 Population Of Survey

4.4.2 Sampling Units and Size

4.4.3 Sampling Frame

4.5 STATISTICAL TREATMENT OF DATA

CHAPTER V  RESEARCH RESULTS

5.1 INTRODUCTION

5.2 PART I (SECONDARY DATA COLLECTION)

5.2.1 An Overview Of The Malaysia Economy

5.2.2 Tourism

5.2.3 The Economy, Tourism And Shopping

5.3 PART II (PRIMARY DATA COLLECTION)

5.3.1 Survey Instrument Development

5.3.2 Data Collection Techniques

5.3.3 Data Analysis Techniques

5.4 DISCUSSION AND ANALYSIS

5.4.1 Analysis of Survey Results

5.4.2 Comparison with Theoretical Framework

5.4.3 Implications for Future Research

5.5 CONCLUSIONS

5.5.1 Summary of Findings

5.5.2 Implications for Practice

5.5.3 Recommendations for Further Research

5.6 APPENDICES
CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

6.1 SUMMARIES OF FINDINGS
6.2 IMPLICATIONS OF STUDY
6.3 RECOMMENDATIONS ON RETAIL INDUSTRY DEVELOPMENT
6.4 RECOMMENDATIONS ON SHOPPING COMPLEX DEVELOPMENT
6.5 RECOMMENDATIONS FOR FUTURE STUDY
6.6 PROSPECTS OF SHOPPING COMPLEX DEVELOPMENT
6.7 FUTURE TRENDS OF THE RETAIL CHANGE
   6.7.1 Looking Into The Future
   6.7.2 Consumer Demand
   6.7.3 Improvements In Information System
   6.7.4 Watching The Retail Landscape
6.8 CONCLUSION OF STUDY

BIBLIOGRAPHY

MAPS

PLAN I : Boundary Of Federal Territory, Kuala Lumpur
PLAN II : Administrative District Boundary Of Selangor

APPENDICES

APPENDIX I : Retail Tenant Classifications
APPENDIX II : Questionnaires
# LIST OF TABLES

<p>| TABLE 2.1 | THE KALNG VALLEY, ITS AREA AND POPULATION | 14 |
| TABLE 2.2 | EXISTING SUPPLY OF RETAIL SPACE IN THE CENTRAL BUSINESS DISTRICT, KUALA LUMPUR | 30 |
| TABLE 2.3 | RENTAL OF SHOPPING COMPLEXES IN CENTRAL BUSINESS DISTRICT, KUALA LUMPUR | 34 |
| TABLE 2.4 | EXISTING SUPPLY OF RETAIL SPACE IN GOLDEN TRIANGLE, KUALA LUMPUR | 35 |
| TABLE 2.5 | RENTAL OF SHOPPING COMPLEXES IN GOLDEN TRIANGLE, KUALA LUMPUR | 38 |
| TABLE 2.6 | EXISTING SUPPLY OF RETAIL SPACE IN THE KUALA LUMPUR SUBURBAN AREA | 40 |
| TABLE 2.7 | RENTAL OF SHOPPING COMPLEXES IN SUBURBAN AREA, KUALA LUMPUR | 42 |
| TABLE 2.8 | EXISTING SUPPLY OF RETAIL SPACE IN THE WESTERN KLANG VALLEY | 44 |
| TABLE 2.9 | RENTAL OF SHOPPING COMPLEXES IN WESTERN KLANG VALLEY | 46 |
| TABLE 2.10 | EXISTING SUPPLY OF RETAIL SPACE IN THE EASTERN KLANG VALLEY | 47 |
| TABLE 2.11 | RENTAL OF SHOPPING COMPLEXES IN THE EASTERN KLANG VALLEY | 49 |
| TABLE 2.12 | EXISTING SUPPLY OF RETAIL SPACE IN THE EASTERN KLANG VALLEY | 50 |
| TABLE 2.13 | PROJECTED POPULATION FOR THE DISTRICTS IN SOUTHERN KLANG VALLEY | 51 |
| TABLE 2.14 | ANALYSIS OF NEW COMPREHENSIVE RETIAL SPACE IN THE KLANG VALLEY BY 2000 | 53 |
| TABLE 4.1 | MEMBERS' TRADE OF RETAILS CHAIN AFFILIATION | 85 |
| TABLE 5.1 | KEY ECONOMIC DATA | 89 |
| TABLE 5.2 | TOURIST ARRIVALS AND RECEIPTS IN 1990-1994 | 91 |
| TABLE 5.3 | POPULATION GROWTH RATE IN SELANGOR | 97 |
| TABLE 5.4 | PROJECTED POPULATION AND POPULATION TREND IN THE KLANG VALLEY 1980-2000 ACCORDING TO MAIN GROWTH CENTRES | 99 |</p>
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.5</td>
<td>Population in the Klang Valley in 1991</td>
<td>100</td>
</tr>
<tr>
<td>5.6</td>
<td>Projected population for the Klang Valley according to the various structure plans</td>
<td>101</td>
</tr>
<tr>
<td>5.7</td>
<td>Projected population for Kuala Langat and Sepang districts (1991 – 2010)</td>
<td>102</td>
</tr>
<tr>
<td>5.8</td>
<td>Average household size in the Klang Valley district 1985</td>
<td>104</td>
</tr>
<tr>
<td>5.9</td>
<td>Projected number of households and household income in Klang Valley</td>
<td>105</td>
</tr>
<tr>
<td>5.10</td>
<td>Household total income distribution, Kuala Lumpur, 1980 – 2000</td>
<td>106</td>
</tr>
<tr>
<td>5.11</td>
<td>Household total income distribution, Klang 1980 – 2000</td>
<td>106</td>
</tr>
<tr>
<td>5.12</td>
<td>The weights in the CPI for the year 1967, 1980 and 1990</td>
<td>108</td>
</tr>
<tr>
<td>5.13</td>
<td>Consumer price index</td>
<td>109</td>
</tr>
<tr>
<td>5.15</td>
<td>Household by vehicle owning category – 1973, 1980 &amp; 2000</td>
<td>111</td>
</tr>
<tr>
<td>5.16</td>
<td>Household by car ownership in Selangor and Kuala Lumpur in 1991</td>
<td>112</td>
</tr>
<tr>
<td>5.17</td>
<td>The total existing supply of retail space in the Klang Valley</td>
<td>113</td>
</tr>
<tr>
<td>5.18</td>
<td>The total future supply of retail space in the Klang Valley</td>
<td>119</td>
</tr>
<tr>
<td>6.1</td>
<td>Factors in retail change</td>
<td>173</td>
</tr>
<tr>
<td>6.2</td>
<td>Areas of innovations</td>
<td>177</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

FIGURE 2.1 EXISTING SUPPLY OF RETAIL SPACE IN THE CENTRAL BUSINESS DISTRICT, KUALA LUMPUR 31
FIGURE 2.2 CUMULATIVE SUPPLY OF RETAIL SPACE IN THE CENTRAL BUSINESS DISTRICT, KUALA LUMPUR 32
FIGURE 2.3 EXISTING SUPPLY OF RETAIL SPACE IN THE GOLDEN TRIANGLE AREA, KUALA LUMPUR 36
FIGURE 2.4 CUMULATIVE SUPPLY OF RETAIL SPACE IN THE GOLDEN TRIANGLE, KUALA LUMPUR 37
FIGURE 2.5 EXISTING SUPPLY OF RETAIL SPACE IN THE KUALA LUMPUR SUBURBAN AREA 41
FIGURE 2.6 EXISTING SUPPLY OF RETAIL SPACE IN THE WESTERN KLANG VALLEY 45
FIGURE 2.7 EXISTING SUPPLY OF RETAIL SPACE IN THE EASTERN KLANG VALLEY 48
FIGURE 5.1 SPATIAL DISTRIBUTION OF THE EXISTING SUPPLY OF RETAIL SPACE IN THE KLANG VALLEY 115
FIGURE 5.2 SPATIAL DISTRIBUTION OF THE FUTURE SUPPLY OF RETAIL SPACE IN KLANG VALLEY 121
FIGURE 5.3 REASONS FOR GOOD BUSINESS 127
FIGURE 5.4 REASONS FOR POOR BUSINESS 128