

ABSTRACT

ET Shoppe Sdn. Bhd. is set up in 1994 by the Tenaga Nasional Research and Development (TNRD) which is a subsidiary company of Tenaga Nasional Berhad as a joint venture with Ibex Marketing Sdn. Bhd. The objective was to set up retail business for marketing efficient technology products and to help Tenaga Nasional Berhad in its efforts to control Demand Side Management.

This paper review the performance of ET Shoppe Sdn Bhd after two years of operations from 1994 to 1996 , analyse its original concept of marketing efficient technology products and its franchising concept. It's strengths, weaknesses, opportunity and threats and competitive position in the industry were analysed. The financial performance of ET Shoppe was discussed particularly the profitability, asset management and its liquidity.

Strategic actions such as price strategy, place strategy, promotion strategy and product strategy were suggested to turn around ET Shoppe's presently poor overall performance.