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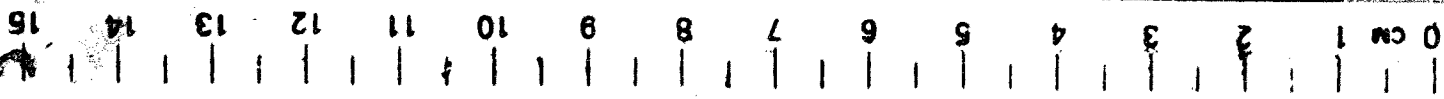
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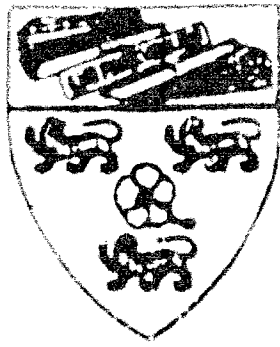
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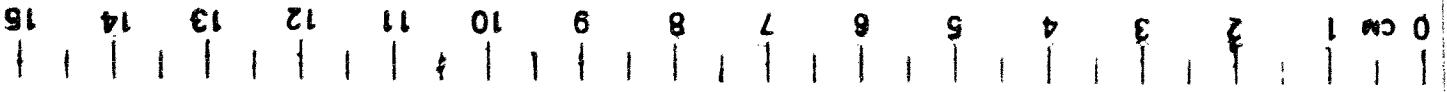


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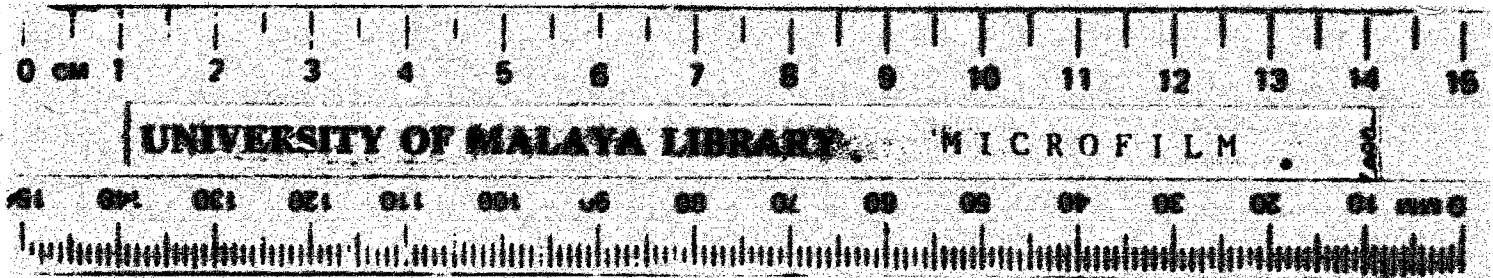
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THE FEASIBILITY OF SETTING UP A  
BOOKSTORE IN THE UNIVERSITY OF MALAYA  
BASED ON THE ESTIMATED TEXT BOOK,  
STATIONERY AND EQUIPMENT REQUIREMENTS  
OF UNIVERSITY STUDENTS, 1965 - 1970

by

Wong Kin Sun



A Graduation Exercise presented to  
the University of Malaya in  
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This whole study is based on a survey of the students of the University of Malaya during the session 1964 - 1965. After an analysis of the survey data, projections for session 1965 - 1966 till 1970 - 1971 are made. The analysis and projections confirm the existence of a very sizeable market and the feasibility of establishing a store on the campus despite the fact that there is reason to believe that the projections are likely to be under-estimated.

The value of the text book market is by far the largest of all student requirements. It exceeds the combined markets of general interest books and journals (academic or otherwise), stationery and equipment. This is due mainly to the fact that texts are required by every student and generally are of higher values than other materials like stationery.

There is the existence of a second hand book market but for various reasons is expected to stagnate or even dwindle over the years to come.

From the estimated values of purchases an estimation of the profitability is attempted. It is found that the store can earn a minimum net profit of \$2,500 per month. Not many other stores that serve so small an area and population can fare so well.

It is also recommended that the store be set up as early as possible and be managed by a private concern i.e. as a branch of one of the existing shops in Kuala Lumpur.

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