

Title of Thesis	A Study of Public Perception on The Bakery Business in Miri
Name	Chan Meow Ting
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
Date of Submission	October 2014

## **ABSTRACT**

The purpose of this research is to study and research the bakery business in Miri. The study is conducted at IBS College located at Miri, Sarawak.

For this research, quantitative method is used. There are 30 questionnaires were distributed, all were returned and utilized for this research. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using pie chart by finding percentage.

Based on the data analyzed, Mirian prefer the fresh bread products rather than the pre-packed products. Beside, bread is the most famous product sold in the bakery in Miri. The price of the product is an essential consideration for the Mirian when they purchase in a bakery. The peak period of the sales for a bakery are during weekday mornings before 11 am and weekday evenings after 5 pm. The service of the bakery also quite important for a bakery to keep the customers.

Therefore, always control the bakery's products to manage product quality more efficiently. Great tasting products always sell well, and are also what will keep customers coming back to the bakery. Remember that, every bakery should provide great customer service to every customer who walks through the bakery. Hence, make sure that the bakery provides great customer service too. In the future, the bakery business may also join the ranks of the home delivery service since home delivered foods offer convenience nowadays.