

Title of Thesis	A Study of Food and Beverages Franchise Outlets among Customer in Miri
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ABSTRACT

The food and beverages franchise model is one of the businesses that had been operated since 1845. One of the famous and first food and beverages franchise business in marketplace is called McDonald.

The problems of operating a food and beverage franchise business is the franchisee do not know how to describe the franchised business really are, the availability of various types of food and beverages franchised brand, the potential or risks they would response to the idea of buying food and beverages franchise business, the similarity or differences in problems faced by food and beverages franchises over the non-franchised in Miri, and the lack of knowledge on the operation system of the food and beverages franchised business they chose.

The purpose of this research is to understand the factors and strategies that are needed for the franchise entrepreneurs to be successful. Besides, the researcher also focuses on the benefits and the challenges or problems of operating the food and beverages franchise business and how the entrepreneurs overcome the situation. Yet, the operation system of the franchise business may have been set by the franchisor and for this study, the researcher will find out the operational system used by the franchised businesses.

The method used in the research is quantitative, where the questionnaire had been distributed by both email and by hand. The data collection is based on the respondents' answer and analyse by using the percentage.

From the research, the research has found out most of the citizen preferred food and beverages franchise outlet than non-franchised, with the percentage of 56 percents, the franchised outlet has become the first choice for the citizen to dine. However, the local restaurant still become the second choice since the differences between two businesses is not too far.

The research also provides on why the franchised business is more popular and well known. The first reason is because the delicious and clean foods they make for the customers. Yet, the brilliant service from the workers made the franchise business become the first choice.

In the research, the recommendation had been made by the researcher which are the entrepreneurs should know their customer well to become successful, create their signature items to attract more customers, keep the menu current since most of the loyal customers come to the outlet because of the same foods, continually train the staff to excel to make the operation system become more better, and promote the team in term of accepting their ideas and award their achievements in the outlet.

Lastly, the future research for the thesis will be done by comparing the food and beverages franchise outlet through all over Malaysia. This can help the researcher to expand the study not just limited in Miri because there are a lot of other franchised brand that not open in Miri yet.