ABSTRACT

Miftachul Ardhi Pratama, 2013, Thesis. Title: "Analysis of Layout on Factory Outlet Cargo Malang"

Supervisor: Yayuk Sri Rahayu, SE., MM.

Keywords: Layout, Analysis, Factory Outlet

One of the determinants of success in the retail business is the way melayou layout place pemajangan products properly layout or layout is related to the flow approach, space allocation, and respond to customer behavior. Layout is based on the idea that sales and profits depend on products of interest to the customer. Among others, because they factor in the price, place, convenience, and product layout.

This research is a qualitative descriptive study aimed to describe the layout of the factory outlet implementation Cargo Malang. Research subjects consisted of interviews conducted with company managers, employees, and customers. The data was collected through interviews and observation.

The results menunjuikkan that the applied current layout is good but still has shortcomings, based on the observation that loakukan still many customers who feel less comfortable when shopping. Therefore the proposed new layout in accordance with the wishes of the customer so that they feel comfortable.