



INTRODUCTION

- Identification of key market players in the Malaysian food retail environment are required to determine key challenges in food availability and affordability in urban poor locations in Kuala Lumpur as there is a lack of this kind of study in Malaysia.

OBJECTIVES

- The aim of this study was to evaluate food retail landscape in Kuala Lumpur.
- Specific Objectives :
 - Identify top five food retailers in Malaysia
 - Determine urban poor locations in Kuala Lumpur by percentage of urban poor over total population in each parliament constituencies.
 - Identify target food retailers in urban poor locations using Analytic Hierarchy Process (AHP) method.
 - To determine and map the food retailer density in urban poor locations in KL.

Acknowledgements:

This study is funded by the International Development Research Centre (IDRC), Canada. The authors thank all parties involved that made the study possible.

METHODOLOGY

- Study design: Cross-sectional and secondary data analysis using recent data from:
 - Euromonitor International (2020)¹
 - Kuala Lumpur City Hall (DBKL) (2020)^{2, 3}
 - Department of Statistics Malaysia (DOSM) (2020)⁴
- AHP method.
- Mapping of food retailers using QGIS software.
- Ethics approval by JEP UKM

RESULTS

Table 1: Urban Poor Population percentage by Parliament Constituencies in Kuala Lumpur

Region	Land Area (sq. km)	Population	Population Density	Urban Poor Population	Urban Poor Population by Percentage(%)
Malaysia	329,847	32,740,000	99.26		5.6
Urban					
Kuala Lumpur	243	1,790,000	7366.26	203453	11.37
Parlimen P.114 Kepong	12	10,740	895	4740	44.13
Parlimen P.115 Batu	20	91,290	4564.5	62285	68.23
Parlimen P.116 Wangsa Maju	16	227,330	14208.13	2508	1.1
Parlimen P.117 Segambut	51	125,300	2456.86	385	0.31
Parlimen P.118 Setiawangsa	16	179,000	11187.5	8017	4.48
Parlimen P.119 Titiwangsa	15	198,690	13246	9854	4.96
Parlimen P.120 Bukit Bintang	21	103,820	4943.81	8963	8.63
Parlimen P.121 Lembah Pantai	20	189,740	9,487.00	14566	7.68
Parlimen P.122 Seputeh	31	230,910	7,448.71	7119	3.08
Parlimen P.123 Cheras	16	159,310	9956.88	10950	6.87
Parlimen P.124 Bandar Tun Razak	25	273,870	10,954.80	74021	27.03

Source: DBKL, DOSM & SPR 2020^{2,3}

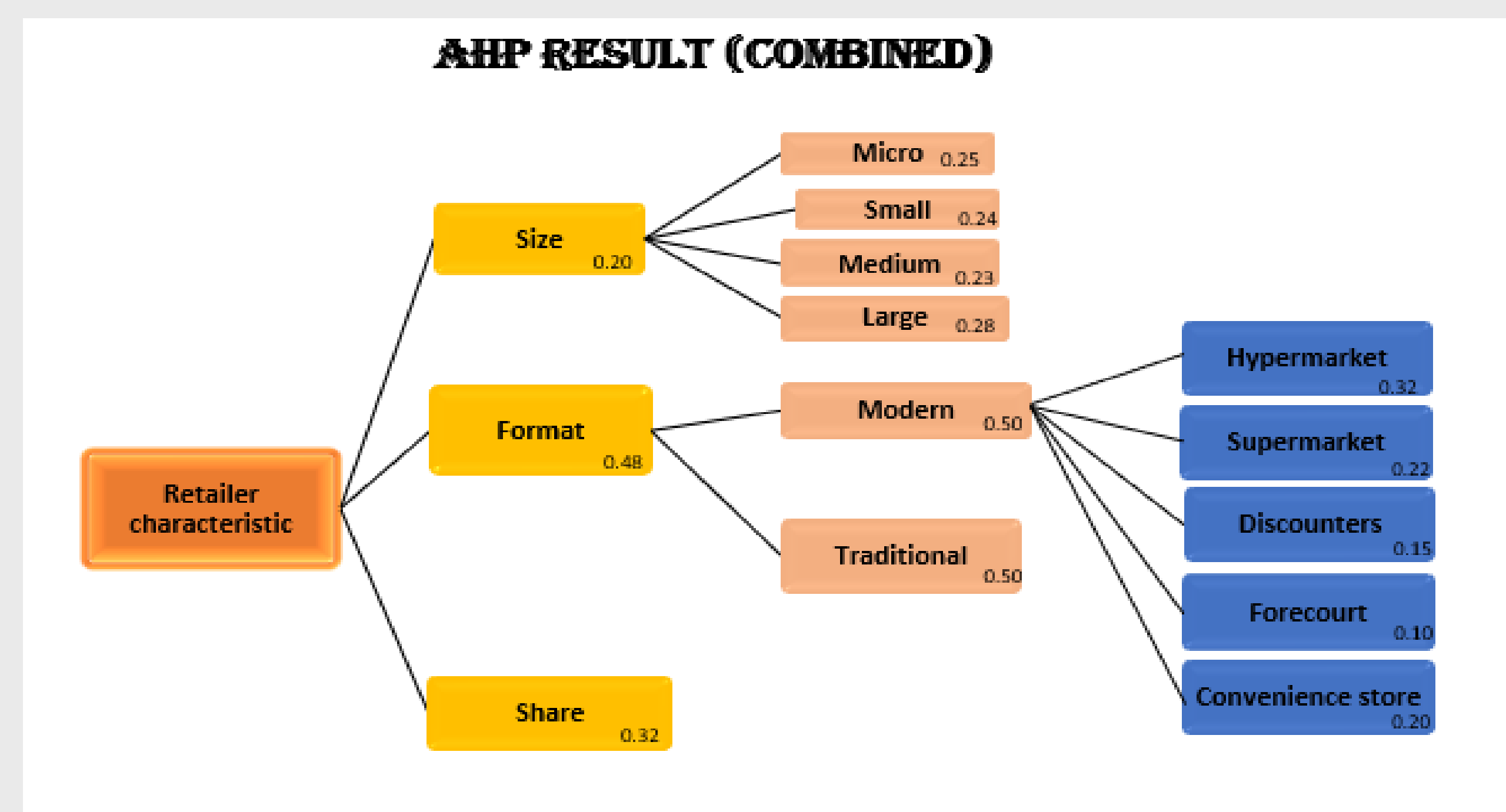


Figure 1: Analytic Hierarchy Process (AHP) results to identify targeted food retailers in urban poor locations in Kuala Lumpur

RESULTS & DISCUSSION

- The top five food retail companies in Malaysia based on sales revenue were¹:
 - 99 Speedmart Sdn Bhd (USD 3.8 billion)
 - Dairy Farm International Holdings Ltd (USD 970.3 million)
 - AEON Group (USD 889.2 million)
 - Tesco Plc (USD 826.6 million)
 - Jaya Grocer (USD 611.1 million).
- The marketing strategy of 99 Speedmart was to exist close to local housing areas whilst offering cheaper prices whereas the other four companies exist within malls or commercial areas.
- All top 5 retailers except 99 Speedmart have their own online shopping application as well as official shops through third party applications, such as Shopee and Lazada⁵.

CONCLUSION

- The key players in the food retail environment were identified as supermarkets, hypermarkets, and convenience stores.
- This study serves as part of Phase One of the Southeast Asia Obesogenic Food Environment (SEAOFE) study that will help to identify key players and stakeholders of food retail environment in Kuala Lumpur.

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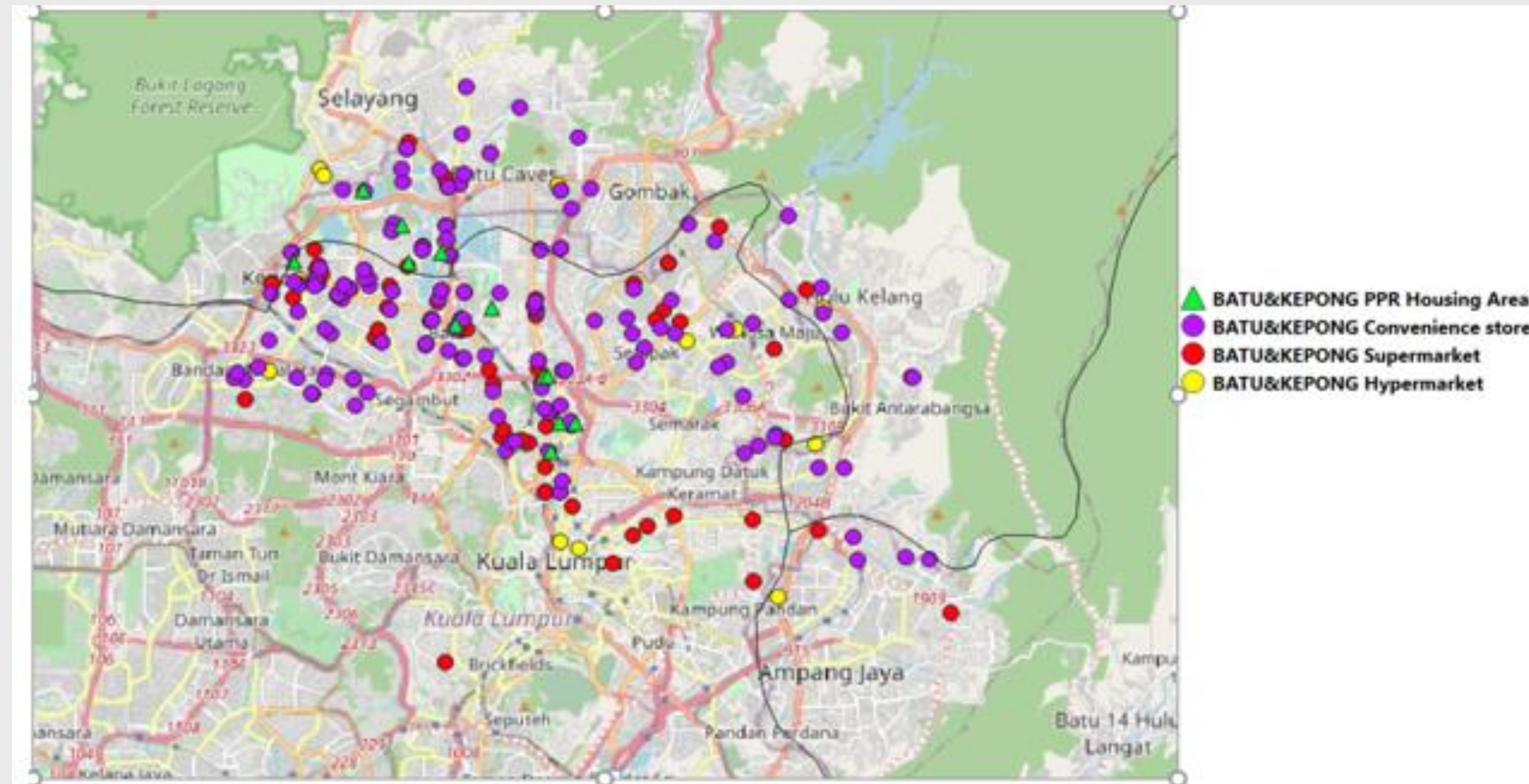


Figure 2: QGIS Mapping for Food Retailer Density in Batu and Kepong Parliament Constituencies Urban poor locations.

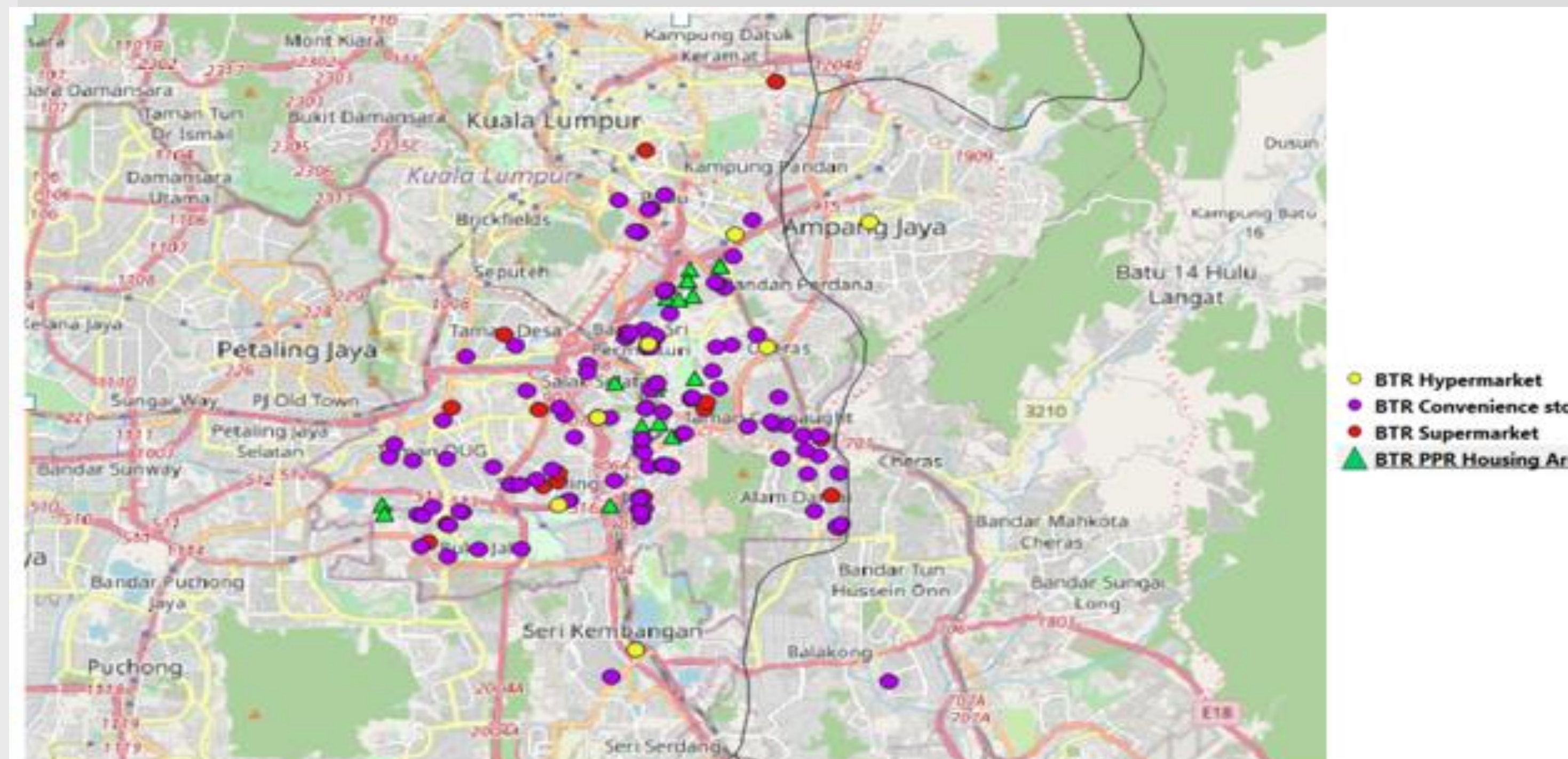


Figure 3: QGIS Mapping for Food Retailer Density in Bandar Tun Razak Parliament Constituency Urban poor locations.

Table 2: Number of Food Retailers in Bandar Tun Razak, Kepong and Batu Parliament Constituencies

	Batu	Kepong	BTR	total
HYPERMARKET	2	5	3	10
SUPERMARKET	40	24	19	83
CONVENIENCE STORE	98	72	78	248
SUNDRY SHOP	397	286	225	908
TOTAL	537	387	325	1249