

**IMPLEMENTATION OF MARKETING MIX  
STRATEGY FOR RUBBERWOOD BASED PRODUCT  
BY RISDA MELAKA**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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### "DECLARATION OF ORIGINAL WORK"

I, Norizzatina Binti Ruslan, (I/C Number: 841110-10-5652)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: \_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Norizzatina Binti Ruslan', written over a horizontal line.

Date: \_\_\_\_\_

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LETTER

2<sup>nd</sup> May 2008

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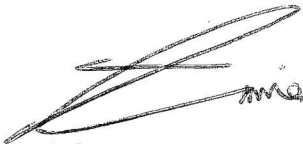
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "IMPLEMENTATION OF MARKETING MIX STRATEGY FOR RUBBERWOOD BASED PRODUCT BY RISDA MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

A handwritten signature in black ink, appearing to read 'Norizzatina Binti Ruslan', with a stylized flourish at the end.

NORIZZATINA BINTI RUSLAN

2005507141

Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

Rubberwood has become the most precious asset for our country. Its demand has increasingly from time to time due to high demand for furniture and other products manufacturing. This has seen as an opportunity not to waste by smallholders because this industry will give many benefits to smallholders especially in terms of economic contribution.

As an organization that helps rubber smallholders to manage their rubber plantation and to give a better life for them, RISDA should take the opportunity of rubberwood potentials to encourage rubber smallholders to diversify their planting from regular rubber tree to timber clone rubber tree. Timber clone rubber tree is larger than regular rubber tree and it still produces latex as much as regular rubber tree. Because of its size is much larger than regular rubber tree, it can increase the productivity of rubberwood and to ensure the sufficient supply of rubberwood domestically and internationally.