



**THE FARMER'S PERCEIVED AND EXPECTED
PRICE SATISFACTION ON THEIR FARM
PRODUCTS – A CASE STUDY OF FAMA MARKET
INTERVENTION IN SELANGOR**

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MELAKA**

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2006

DECLARATION OF ORIGINAL WORK



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MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nurulhda Binti Mad Isa, (I/C Number: 820429-04-5070)

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 degree 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: 

Date: 28/4/06

LETTER OF SUBMISSION

28 APRIL 2006

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Malacca

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE FARMERS PERCEIVED AND EXPECTED PRICE SATISFACTION ON THEIR FARM PRODUCTS – A CASE STUDY OF FAMA MARKET INTERVENTION IN SELANGOR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you.

Yours Sincerely,



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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Federal Agricultural Marketing Authority (FAMA) was established as a statutory body in September 1965 under the Ministry of Agriculture. FAMA seeks to promote horticultural growth to meet domestic and overseas demand and to maximise farm returns through the improvement of the marketing system and development of agro- processing. The existing of FAMA's in every city in Malaysia will make the management easier to control those agriculture products and the vision of FAMA which is to be the leading authority in food and agricultural marketing will be implementing.

This research tries to evaluate "The Farmers perceived and expected price satisfaction on their farm products towards the market intervention by FAMA. The research will focus on price satisfaction of farmers from the expected and perceived performance of FAMA Selangor. There are have a 7 factors contribute to examine the result of farmers satisfaction which are, product characteristic, cost factor, demand and supply, market factor, price, negotiation and competition factor.

This paper consists of five chapters, which explain the subject matter in stages. The result findings shows that majority of respondent are not achieve satisfaction towards price provided by FAMA for their farm products. So, to both parties achieve a win -win situation FAMA should make new strategies to satisfy their business customer to make the negotiation exist for the long term.