

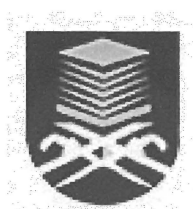
THE EFFECTIVENESS OF FEDERAL AGRICULTURAL
MARKETING AUTHORITY (FAMA) AS A MARKETING
CHANNEL IN DISTRIBUTING PRIVATE BRAND
PRODUCTS NAMED AGROMAS
(A CASE STUDY OF FAMA SEREMBAN)

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

FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

NOVEMBER 2005



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
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CAMPUS MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Hamidah Lokman, I.C Number, 820414-05-5516

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 degree.
- 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: 21.11.2005

LETTER OF SUBMISSION

21th November 2005

Prof. Madya Zaihan Binti Abdul Latip
The Coordinator of Program
Faculty of Business and Management
Universiti Teknologi MARA
78000 Alor Gajah
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

The above matter is referred.

Enclosed herewith is my final project paper titled "The Effectiveness of Federal Agricultural Marketing Authority (FAMA) As a Marketing Channel in Distributing Private Brand Products Named AgroMas (A case of study of FAMA Seremban)" for your kind perusal.

I hope this project paper will fulfill the requirement of the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours truly sincerely,



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ABSTRACT

Marketing Channel means distribution. The distribution system covers the whole range of operations and movement of goods between the producers and the consumers. Distribution contributes no profit to a company; however without satisfactory distribution there is unlikely to be an income from sales. In order to be an effective marketing channel, distribution must be viewed as a whole before it can be recognized into specific duties which can be fitted into a management structure that will help to determine their true relationship. In this research, an investigation towards FAMA as marketing channel in distributing AgroMas products has been conducted. The objective of the study are: (1) To identify the effectiveness of FAMA in distributing private brand AgroMas products, (2) To identify whether FAMA widely distributes its AgroMas brand products accurately, and (3) To identify level of customer awareness towards AgroMas brand. The output from questionnaires had been conducted helps in find main variables that effect FAMA channel distribution. Results indicate that prompt service and advertising does play an important role to make sure products be known and thus creates demand.

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