



A STUDY ON CONSUMER AWARENESS TOWARDS AGROMAS
PRODUCT

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MARCH 2004

DECLARATION OF ORIGINAL WORK




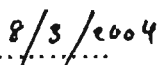
**BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)
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"DECLARATION OF ORIGINAL WORK"**

I, Siti Roodeeyah Bte Md Isa, (I/C Number: 800312-04-5204)

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 has been distinguished by quotation marks and sources of my information has been specifically acknowledge.

Signature:..........

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LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper title "THE STUDY OF CONSUMER AWARENESS TOWARDS AGROMAS PRODUCT" to fulfill the requirement as needed by the Faculty of Business and Management, MARA University of Technology.

Yours sincerely,



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ABSTRACT

Agromas is a processed product produced by Federal Agriculture Marketing Authority (FAMA). This product has been in the market for such a long time but the level of consumer awareness towards these products is quite low. Majority of consumer are not aware of the product variety under Agromas brand name. This low awareness among consumer towards Agromas products can affect the survival of these products in the future. Due to this unawareness problem, this study is done to identify the level of awareness among consumer in Alor Gajah District towards Agromas product. This study also does examine the weaknesses of FAMA in marketing its Agromas products and provide recommendation in improving Agromas marketing strategies. Beside questionnaires and interview, other methods of research that have been applied in this study are data collection, simple random sampling technique and analyze data using Statistical Package for Social Sciences (SPSS). Hopefully the findings of this study can aid FAMA in marketing Agromas products successfully.

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