CONSUMERS' PERCEPTION AND EXPERIENCE IN PURCHASING LOCAL FRESH FRUITS FROM RETAIL SHOPS IN JASIN, MELAKA

MUHAMMAD HANIF BIN ISHAK

Final Year Project Report Submitted in
Partial Fulfilment of the Requirements for the
Degree of Bachelor of Science (Hons.) Technology and Plantation Management
in the Faculty of Plantation and Agrotechnology
Universiti Teknologi MARA

JANUARY 2018