

**AN ANALYSIS ON POME QUALITIES AND THEIR MANAGEMENT PRACTICES:  
A CASE STUDY IN EAST COAST REGION OF MALAYSIA**

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**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**