ANALYSIS ON SMALLHOLDER PREFERENCES ON SELLING THEIR YIELD AT PERTUBUHAN PELADANG KAWASAN (PPK), SRI MEDAN, BATU PAHAT, JOHOR

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

JANUARY 2019