



**SMI ENTREPRENEUR'S SATISFACTION LEVEL
TOWARD THE SERVICES OFFERED BY FAMA:
A CASE STUDY IN PERAK**

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APRIL 2004

ACKNOWLEDGEMENT

First of all, syukur Alhamdulillah to Allah S.W.T, for giving me the strength and patience in writing this project paper of marketing in order to complete Bachelors in Business and Administration in Marketing.

I am very lucky to be advised by Mr. Ramesh Krishnan, who gave me a lot of ideas and advices in order to perform well along with self confidence during the build up of the project paper MKT 660. My special thanks also goes to Puan Zaihan Abdul Latip the Head Programme of BBA (Hons) in Marketing, UiTM Malacca and also not forgotten Puan Mariamah Mohd Ali as my second examiner.

I am glad to be placed at Federal Agricultural Marketing Authority (FAMA) Perak branch located in Ipoh town for my practical training. They are the ones that I'm grateful to be part of even only for a short time period. I gained a lot of knowledge and experience, that certainly beneficial for myself. My special praise goes to my supervisor, Tuan Haji Mohamad Ramli Othman for his adviced and guidance that well encouraged me to enjoyed my time there.

In addition, I would like to express my special thanks to Encik Mohd Najib Ghazali the Head Officer of FAMA's SMI unit for his cooperation and support while providing me informations needed in order to complete my project paper.

My special thanks for all the Head Officer in every units that I'm attached too as I learnt a lot about marketing practices. For the friendly and helpful personnel of FAMA Perak, thank you very much for your professionalism and kindness that contributed in making my practicum period much enjoyable.

I would like to thank all my lecturers in UiTM Malacca for giving me all the knowledge and guidance during my three years study in this campus. Not to be forgotten, to all my friends for supporting and helping me during my bad and good times while being a student.

Thank You

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ABSTRACT

Satisfaction is the consumer's fulfillment response. It is a judgement that a product or service feature, or the product or service itself, provided pleasurable level or consumption related fulfillment, including levels of under or over fulfillment. Technological advancement along with development of Information Technology in today's modern business has make marketing practices become much easier and reachable over all part of world. Therefore it is important agency like FAMA to play its part in helping bumiputra's SMI entrepreneurs to developed as well as preventing them to be left behind while others seem to enjoy their superiority in practicing an effective marketing efforts.

The study seeks to analyse the effectiveness of FAMA's roles in the marketing programme currently undertaken to help SMI entrepreneurs continue to develop by guiding them using an appropriate marketing practices. Then a case study of small and medium industries or firms in Perak state are observed as to evaluate reality performance of marketing programs conducted by FAMA in the food and drink industry of an agricultural based products.

By examining the reasons underpinning their success or at least whether they are well improved and developed or otherwise, that is by producing SMI's product that competitive enough as a result opt to acquire FAMA services in marketing activities.

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