

**BRAND IMAGE PROBLEMS OF AGROMAS:
A CASE STUDY OF
FEDERAL AGRICULTURAL MARKETING AUTHORITY (FAMA)
IN MALACCA**

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LETTER OF TRANSMITTAL

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The Project Advisor
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Dear Mrs,

RE: SUBMISSION OF PROJECT PAPER

With reference to the above matter, I hereby enclose the final Project Paper entitled **“Brand Image Problems of Agromas: A Case Study of Federal Agricultural Marketing Authority (FAMA) in Malacca”** for your kind perusal. I hope the project paper will fulfill the requirement of the course.

Thank you

Yours Sincerely

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ABSTRACT

Agromas is a brand name for a range of food products produced by the Federal Agricultural Marketing Authority (FAMA). However, Agromas brand name is not well recognized and the degree of market reach is low; thereby influence customers to switch to another brand.

This descriptive study is aimed to determine the consumers' awareness towards the Agromas products and features. This study also discussed on how the distribution, promotion and advertising slogan affect the consumers buying decision of Agromas products. This study has distributed 100 questionnaires to the respondents in Malacca area but only 35 were returned.

The finding reveals that consumers do not know about the Agromas products. It was also discovered that majority of the consumers agree that those distribution and promotion are important to ensure awareness about Agromas brand. However, advertising slogan is not necessary in developing a strong and consistent image.

Hence, it is suggested that Agromas should make intensive distribution and greater amount of advertising for better result in the long run.

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TABLE OF CONTENTS

	Page
LETTER OF TRANSMITTAL	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vi
LIST OF APPENDICES	vi
 CHAPTERS	
 1.0 INTRODUCTION	
1.1 About Branding	1
1.2 General Background	2
1.3 Problem Statement	4
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Scope of Study	7
1.7 Significance of Study	7
1.8 Limitations	8
1.9 Definition of Terms	9
 2.0 LITERATURE REVIEW	
2.1 Importance of Brands	12
2.2 Brand Image	13
2.3 Criteria for Successful Branding	14
 3.0 THEORETICAL CONCEPT AND FRAMEWORK	
3.1 The Brand Image Trap	16