



**"A STUDY ON NEW PRODUCT DEVELOPMENT OF
IATROPHA CURCAS"**

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ABSTRACT

'Implementing development programmes according to needs in an effort to turn the rural areas in Sabah into places of beauty and progress, optimizing the use of resources and shaping participants to become skilled, credible and viably progressive individuals'. This phrase emphasize the Sabah Land Development Board(SLDB) to give excellent service to help land owners and eradicate poverty in the rural area. Thus, the new product of Jatropha development program will reduce the poverty in our country by fully utilize the sources.

This study is conducted for the purposes to identify the advantages of Jatropha Curcas that have been existed. Other than that, it also identify the potential marketing strategy to promote Jatropha for the development. This study were conducted by 20 respondents which is consist of internal employee at Sabah land Development Board office.

CHAPTER 1 INTRODUCTION