

**“PITAHAYA: IDENTIFICATION OF IMPORTANT  
ELEMENTS IN PRODUCING A QUALITY PRODUCT  
THAT WILL ACHIEVE MALAYSIA’S BEST”**

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Of the Requirement for the  
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, FIRDOUS BIN ABU BAKAR (I/C Number: 841011-01-5141)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 31 OCTOBER 2007

## LETTER OF SUBMISSION

OCTOBER 2007

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Lendu  
Malacca

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**PITAHAYA: IDENTIFICATION OF IMPORTANT ELEMENTS IN PRODUCING A QUALITY PRODUCT THAT WILL ACHIEVE MALAYSIA'S BEST**' to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

This project paper focuses on the The study is focused on the Grading of Quality fruits (Pitahaya) that will achieve Malaysia's Best. The Malaysia's Best brand is designed to be an umbrella brand that facilitates the promotion of Malaysia's agriculture produce both on the domestic and international markets. It offers customer instant product recognition and identification of Malaysia's quality and safety of agricultural produce.

The pitahaya (also known as pitaya, dragon fruit, and strawberry pear) is the fruit of several cactus species. Pitahaya, origin and native from Mexico and Central and South America, is a popular fruit over there. It has been brought by Holland and France into Asia

The result of the study indicated that the respondents (farmers) get some information how to produce quality products especially pitahaya fruits in market. Beside that the farmer also knows about Malaysia's Best that will help them to produce a quality and safety fruit. The elements that will contribute the quality of Pitahaya are fertilizer, Soil, cutting/seeds and technology. FAMA also help them to market the products in public. The result show the relationship between FAMA and farmer need each other to produce the quality fruit of pitahaya.

For the conclusion, to produce the quality of fruit (pitahaya) the important elements are fertilizer, soil, cutting/seed and technology. In order to make this quality fruit of pitahaya, all the elements have been include in the questionnaire that was distribute to 50 respondents in Kluang, Johor.

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