



**A STUDY OF DECISION MAKING PROCESS IN CRUDE PALM OIL
TRADING: TH PLANTATIONS BERHAD**

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NOVEMBER 2010



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“DECLARATION OF ORIGINAL WORK”

I, Mohd Hafiz Bin Zakaria, (I/C Number: 870325-08-6375)

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 any investigation 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: _____

LETTER OF SUBMISSION

October 2010

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY OF DECISION MAKING PROCESS IN CRUDE PALM OIL TRADING: TH PLANTATIONS BERHAD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Mohd Hafiz Bin Zakaria

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ABSTRACT

The purpose of this study is to determine the decisions making process that should be followed by the members of marketing department in TH Plantations Berhad in order to improve the sales transaction process between buyer and sellers. In addition, this study also will help to gain a better knowledge and understanding decisions making on choosing a buyer. The decision process will help the marketers to identify the step and actions should they need to perform before making purchase decision.

In order to complete this study, several methods of research methodology is used to finalize and make conclusion on the findings of the result. The research methodology consists of data collection method, data presentation and work schedule were deeply discussed in the latter chapters.

As for this study, it expected that the **THP** decision making on selecting a buyer could be derive based on the decisions making process analysis. The study will compare the current marketing strategy being implied by marketing staff of **THP** based on decision making process with the actual technique suggested by scholars. Besides that, the result of this study will prove that there are flaws on strategy implied by marketers of **THP**.

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