



**"A STUDY ON THE EFFECTIVENESS OF YAYASAN
SABAH MARKET NEWS SCAN (MNS) FOR FOREST
PRODUCTS IN DISSEMINATING MARKET INFORMATION
TO ITS SUBSCRIBERS"**

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| TABLE OF CONTENTS | PAGE |
|---|-------------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOLEDGEMENT | iv |
| TABLE OF CONTENTS | v |
| LIST OF FIGURES | vi |
| ABSTRACT | vii |
| | |
| CHAPTER 1: INTRODUCTION | 1 |
| 1.1 BACKGROUND | 2 |
| 1.2 PROBLEM STATEMENT | 6 |
| 1.3 OBJECTIVE | 7 |
| 1.4 SIGNIFICANT OF STUDY | 7 |
| 1.5 LIMITATION OF STUDY | 8 |
| 1.6 DIFINITION OF TERMS | 9 |
| 1.7 THEORITICLE FRAMEWORK | 11 |
| | |
| CHAPTER 2: LITERATURE REVIEW | 12 |
| 2.1 YAYASAN SABAH FORESTRY | 13 |
| 2.2 FORESTRY | 14 |
| 2.3 LOGGING | 16 |
| 2.4 MARKET NEWS SCAN | 18 |
| 2.5 MNS SHOULD PROVIDE INTERACTION | 23 |
| 2.6 MNS: Market Intelligence for Export Decisions | 24 |
| 2.7 NEW BULLETIN MONITORS CHINESE WOOD PRODUCTS INDUSTRY | 24 |

| | |
|---|-----------|
| CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN | 25 |
| 3.0 RESEARCH METHODOLOGY | 26 |
| 3.1 DATA COLLECTION (Primary and Secondary) | 26 |
| 3.2 SAMPLING TECHNIQUES (Probability or non-probability) | 27 |
| 3.3 PROCEDURE OF ANALYSIS THE DATA | 28 |
| | |
| CHAPTER 4: FINDINGS AND ANALYSIS | 30 |
| 4.1 INTRODUCTION | 31 |
| 4.2 RESPONDENT'S PROFILE | 31 |
| 4.2.1 Gender | 31 |
| 4.2.2 Age | 32 |
| 4.2.3 Race | 33 |
| 4.2.4 Position in the company or organization | 34 |
| 4.3 QUALITY OF THE MNS | 35 |
| 4.3.1 MNS provides accurate and trustable information domestically and internationally. | 35 |
| 4.3.2 Issues and information in the MNS are well updated according to the industry situation | 36 |
| 4.3.3 Information gathered in the MNS can be fully utilize for company/business business purpose | 37 |
| 4.4. MNS TIME PUBLISHED | 38 |
| 4.4.1 Agree on the current price of MNS | 38 |
| 4.4.2 Comparing with RM120 of the MNS price per year, volume of MNS should receive | 39 |
| 4.4.3 Gap between each MNS publication suitable to the subscribers need | 40 |

| | | |
|-------|---|-----------|
| 4.5 | MNS PRESENTATION AND CONTENTS | 41 |
| 4.5.1 | Use of graphic presentation in the MNS encourage subscribers to Read | 41 |
| 4.5.2 | Content in MNS are organize in the proper sequence | 42 |
| 4.5.3 | Language used in the MNS are easy to understand | 43 |
| 4.5.4 | Combination of graphic and information are well balanced to ensure reader understanding | 44 |
| 4.6 | CROSSTABULATION | 45 |
| 4.6.1 | Gender Vs Language use in the MNS are easy to understand crosstabulation | 45 |
| 4.6.2 | Position in the company / organization Vs Information gathered in the MNS can be fully utilize for company/ business business purpose Crosstabulation | 46 |
| 4.6.3 | Agree on the current price of MNS Vs MNS provides accurate and trustable information domestically and internationally Crosstabulation | 47 |
| | CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS | 48 |
| 5.1 | Conclusions | 49 |
| 5.2 | Recommendation | 50 |
| 5.2.1 | Extensive advertising | 50 |
| 5.2.2 | Organize campaign to create awareness | 50 |
| 5.2.3 | Create door-to-door promotion | 50 |
| 5.2.4 | Take place on the local exhibition | 50 |
| | BIBLIOGRAPHY | 51 |
| | APPENDICES | 53 |

ABSTRACT

This project paper is emphasizes on the Yayasan Sabah Market News Scan (MNS) in Sabah. It also aimed to gathering information on their experience, knowledge and satisfaction towards the MNS.

The information about Forest Industry in Malaysia and particularly in Sabah is become so important. So that Yayasan Sabah Forestry Division take the opportunity to produce their own Market News about forest product. This study is to know how far this MNS accepted by people especially subscribers. Do the Yayasan Sabah MNS meeting their objectives which is “to gather, collect and disseminating market information including statistics, price, supply, and demand situation of logs and timber products to the forest timber and industries. It is also aimed at promoting market transparency which is one of the core objectives of the International Tropical Timber Agreement (ITTA) 1994”.

This project consists of an introduction, Literature Review, Research Methodology and Findings and Analysis then followed by Bibliography and Appendices.