



**MAJOR FACTORS THAT AFFECTS FERTILIZER SALES  
PERFORMANCE AT RBSB (M) SDN BHD**

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FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA CITY CAMPUS**

**28 APRIL 2010**



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**“DECLARATION OF ORIGINAL WORK”**

**I, SITI NUR AFIZAN ABD RAHMAN, (I/C Number: 860612296018)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

28 April 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
110 Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled "MAJOR FACTORS THAT AFFECT FERTILIZER SALES PERFORMANCE AT RBSB (M) SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

SITI NUR AFIZAN ABD RAHMAN  
2008280746  
Bachelor of Business Administration (Hons) International Business

**A CASE STUDY ON THE MAJOR FACTORS THAT GIVE AN AFFECTS FERTILIZERS**

**SALES PERFORMANCE AT RBSB (M) SDN BHD**

SITI NUR AFIZAN BINTI ABDUL RAHMAN (2008280746)

PM MARIAMAH MOHD ALI

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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MELAKA CITY CAMPUS

Abstract

Agriculture has always played an important role in the development of Malaysia and continues to make a major contribution to the national economy. Its gross domestic product (GDP) grew steadily from RM14.82 billion in 1990 to 40.07 billion in 2008. However the contribution of the agricultural sector reduces from 18.7% to 3.8% during the same period. This is caused due to the diversification and increase in other economic activities in the country.

The Malaysian government has committed to promote and maintain agriculture as the third engine of growth in the country's economy and this sector has maintained its GDP contribution at about 8.1% of an enlarged national GDP of RM738.67 billion in 2008.

There are several factors that affect the fertilizers price in Malaysia such as the economy, climate and also the competition. These three factors can give the changes to the sales performance of the fertilizer company in Malaysia like RBSB (M) SDN BHD.

Keywords: Sales performance and fertilizer.

Paper type: Case study.