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## THE FEASIBILITY STUDY OF PERMANENT AGRO-MARKET DEVELOPMENT IN PENDANG, KEDAH

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### ABSTRACT

This study was conducted to assess the feasibility of developing a Pasar Tani Kekal (PTK) or loosely translated as permanent agro-market place in Pendang, Kedah. The study was funded by the Federal Agricultural Marketing Authority (FAMA) to assist FAMA in making decisions on PTK's development in Pendang. It was the only study that was conducted to investigate the feasibility of developing PTK in Pendang. The study adopted mix-method research design. For the quantitative method, a survey questionnaire was employed as a research instrument. Three sets of questionnaires were constructed based on three target groups: entrepreneurs, residents, and visitors. A total of 120 sets of questionnaires were distributed to each target group. The data obtained were analyzed using SPSS version 23 software. After data cleanup, the final data analyzed were 107 entrepreneurs, 110 residents, and 101 visitors. As for the qualitative method, this study used face-to-face interviews with Pendang District Officer, Pendang FAMA Officer, and members of Pendang Hawkers Association. Other means of data collection were through open-ended questionnaires, documents analysis, and observations. The findings show that all three groups of respondents (96% residents, 84% visitors, and 78% entrepreneurs) supported the PTK's development in Pendang, Kedah. An economic analysis based on the sales volume and costs incurred by entrepreneurs also indicates that PTK's development is profitable for entrepreneurs where marginal revenue (MR): RM388,290 is more than marginal cost (MC): RM145,146 per month. Long-term development planning information obtained from the Pendang Local Authority, and observation of existing facilities also contribute to the suitability of the proposed site for PTK in Pendang. As a conclusion, PTK Pendang is viable to be developed and will provide long-term benefits to local economy. Its development also has strong and positive support from all parties including local authorities, hawkers association, entrepreneurs, residents, and visitors.

**Keywords:** Agro-Market, Feasibility Study, Permanent Agro-Market, Local Authority, Pendang