

A STUDY ON CONSUMERS AWARENESS TOWARDS AGROMAS PRODUCTS IN
KUCHING

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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LETTER OF TRANSMITTAL

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The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi Mara,
Kota Samarahan.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A Study on Consumers Awareness towards Agromas Product in Kuching”. To fulfill the requirement needed by the Faculty of Business Management, Teknologi Mara.

Your kindness in accepting the unbounded thesis is very much appreciated.

Thank you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Saiful', written over a horizontal dotted line.

SAIFUL ADILIN BIN ABDUL RAHMAN

Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

In today's competitive business market, all the small and medium enterprise is going to produce product innovation from local sources. Innovation is important because consumer are craving for something that keep up date and renewable even though it is old products from local sources. Modification of packaging and the taste of products give advantage for the products to market. Innovation also gives value to customers. Agromas have gone through the innovation of their product but still gain big competition in market. Competition with new products and new brand makes the Small and Medium Enterprise hard to market their products. The study shows that the existing of new products and new brand makes consumer not aware to the existence of their products. Furthermore, marketing activities that is not effective used by FAMA still cannot improve customer awareness. As conclusions, a new effort and solution must be taking to solve the problem and the focus will be FAMA Kuching Sarawak.

Keywords: small and medium enterprise, Agromas, FAMA

Chapter 1 Introduction

1.1 Introduction of Study

All over the world consumers are experiencing the big hypermarkets. Some of them provide amazing convenience and customer choice. It caused small businesses and enterprise suffers and cannot compete with them. Most of the entrepreneurs in the west have shown their feeling towards mom and pop shops that have gone out of business in the shadow of supermarkets. They have lost their sentimental issue, history and their memories since their childhood. Today, Malaysia keeps on developed with the improvement of high technology and it is afraid that the same problem happens. In this era, consumers may be cultural shock and feel surprised when discover that many small and medium products have improvement in their packaging and place at many hyper markets.

As we know, small and medium-sized entrepreneurs are business where the local entrepreneur producing local foods. Small and medium enterprise need to help so that it can go throughout the country. So, assistance and responsibility in marketing and distribution are needed for them to improve their marketing strategies. The Federal Agricultural Marketing Authority (FAMA) of Malaysia recognises this challenge faced by many SME's and is taking the initiative. One of their effort we can take as example is the brand Agromas. All of the local product under name of Agromas are fully produce by our local entrepreneur with the help of FAMA.. Pauzi Yaman, Director of Distribution for FAMA explains, "The idea here is partnership and helping them get their original Malaysian recipes on the shelves. FAMA bears all the costs of packaging and marketing so that they can grow their small businesses. These SME's will certainly not be the only ones as FAMA is always looking to increase their product base and help more Malaysian SME's.

According to Yaman, to ensure quality FAMA conducts a strict four-month auditing process before new products can be given the Agromas stamp of approval