



**A STUDY ON MANAGING THE QUALITY OF LOCAL
PRODUCTS MARKETED BY FEDERAL
AGRICULTURAL MARKETING
AUTHORITY (FAMA)**

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MAY 2017

DECLARATION OF ORIGINAL WORK



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ABSTRACT

Nowadays, most brands around the world are getting more competitive, no matter what kind of product category. Furthermore, the needs, wants and taste of consumers are keep changing and always seeking for the best product to satisfy their expectation. Similar to the condition of Malaysia product, where it is difficult to reach huge market in this country to support the local product and most Malaysian prefer to choose other brand instead of local brand namely Agromas products from Federal Agricultural Marketing Authority (FAMA). This research was done to determine the key variables and to address the issue related with product quality in Malaysia product, specifically for FAMA products under the brand of AGROMAS. FAMA product is entirely in food product category. FAMA had been longer operating since it was established in 1965, and there were many approaches been taken to live up the local products such as providing more support, service and facilities to all the participants to sell and promote their product to this country and to the oversea. In this problem of product quality, FAMA had identified a solution, which is currently implemented until today and it was GPL, introduced in 2008. GPL stands for Grading, Packaging, and Labeling. This is an approach to improve the product quality of FAMA product. Thus, hopefully that this research can helps to solve the problem of product quality in FAMA products as the local product in this country, identifying the important key variables of good product quality and determining what would be the best strategy to this problem.