



**APPLIED BUSINESS PROJECT  
(MBA795)**

**REPOSITIONING OF KOPI ANGGEREK  
IN KUCHING MARKET**

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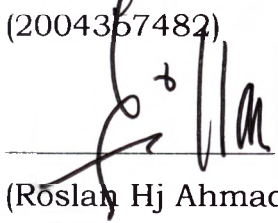
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## **EXECUTIVE SUMMARY**

This study was carried out using structured questionnaires to collect primary data from a sample size of 200 respondents. Perceptual mapping based on David (2005) were plotted to determine the current and also the desired position of Kopi Anggerek in Kuching market. TOWS matrix was used to identify appropriate positioning strategies for FAMA.

From the study it was found that the positioning of Kopi Anggerek was clustered slightly above Kopi Kapal Api, Mapple Leaf and Teck Lee Seng but below Nescafe for the five variables. Although it was better than other coffee brands in the same cluster but it was behind Kopi Kapal Api for the variables of brand name and packaging.

Based on the findings, the proposed repositioning of Kopi Anggerek was focused on shifting the brand name recognition and packaging to be above than the other brands in the cluster and to further strengthen its image with respect to taste. Towards these objectives several strategies have been recommended.

# CHAPTER ONE

## 1.0 INTRODUCTION

The study focuses on Kopi Anggerek, a beverage commodity that is being marketed in Malaysia by a marketing organization known as Federal Marketing Authority (FAMA). The study was carried out based on current marketing problems that were identified and the outcome of the study would be used as a basis for improving marketing strategies.

## 1.1 Situational Background

Federal Agricultural Marketing Authority or commonly known as FAMA is a government agency established on 30<sup>th</sup> September 1965 under the Federal Agricultural Marketing Authority Act 141, 1965. The justifications which prompted the government to establish FAMA were to supervise, coordinate and improve the marketing of agricultural produce in Malaysia so as to provide farmers with better economic incentives and to encourage greater production.

Under the FAMA Act 1965, it empowers the Authority to:

1. Coordinate agricultural marketing activities;
2. Bring about improvements in the marketing outlets for agricultural products;
3. Seek and promote new markets and outlets for agricultural produce; and
4. Develop and promote efficient and effective management of agricultural processing enterprise.