



**A STUDY ON THE PADDY SUPPLIER'S EVALUATION
TOWARDS BERNAS MARKETING MIX: CASE STUDY ON
CUSTOMER AT TANJUNG KARANG, SELANGOR**

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EXECUTIVE SUMMARY

This research is study on paddy supplier towards BERNAS marketing mix. This case study is focus on supplier of paddy at Sri Tiram Jaya Complex, Tanjung Karang, Selangor. The objectives of this research are determining the total of paddy supplier that is satisfied with the overall service offered by BERNAS and evaluate the BERNAS marketing mix. Further more to provide a recommendation to BERNAS on how to improve it's marketing mix. 125 of respondents were selected by using convenient method. However, only 101 of respondents were doing well to complete the questionnaires. Otherwise the balances of the questionnaires were incomplete and missing. From the result the researcher can conclude that most of the respondents stated that the services offered by BERNAS is insufficient especially on its promotion. From the personal observation of the researcher at BERNAS complex show that the most of the supplier do not sell the paddy to the BERNAS. Since the promotions have a relationship with the paddy supplier evaluation, BERNAS should advertise their news through campaign, advertisement, and pamphlet and also from mouth to mouth. Hopefully, the customer will more educate and being a loyal customer to BERNAS.

1.0 INTRODUCTION

1.1 Background of company

1.1.1 BERNAS

Padiberas Nasional Berhad (BERNAS) came into full force existence with taking over of Lembaga Padi dan Beras Negara's (LPN) role as the custodian of Malaysian rice when the latter was privatized on January 1996. BERNAS continued to perform the main role of regulating the development of the national paddy and rice industry, and also summed all social and commercial obligations previously undertaken by LPN.

BERNAS continued to perform the main rule of regulating the development of the national paddy and rice industry, and also assumed all social and commercial obligations previously undertaken by LPN. These include the representing the government on the management and disbursement of subsidies to paddy farmers, managing the Bumiputera Rice Miller Scheme, purchasing paddy from farmers at a guaranteed minimum price and acting as the buyer of last resort.

As a leading player in rice industry, BERNAS is wholly dedicated to sustainable rice sufficiency in Malaysia by optimizing the use of its mills and complexes.

BERNAS is no longer strictly linked with paddy and rice. Other business ventures have materialized namely logistics, packaging, farming, engineering, realty and construction. Diversification into other related business activities has led to a greater market penetration and a more established ground. The group is currently working towards being

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