



**“RESEARCH ON THE EFFECTIVENESS OF FAMA MARKETING STRATEGY  
IN RESPECT TO CUSTOMER AWARENESS ON AGROMAS PRODUCTS”**

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## **ABSTRACT**

### ***"Research On the Effectiveness Of FAMA Marketing Strategy In Respect To Customer Awareness On AGROMAS Products"***

The study of the effectiveness of FAMA marketing strategy in relating with customers awareness towards AGROMAS products actually can give some opportunity for Federal Agricultural Marketing Authority (FAMA) to analyze the main problem of AGROMAS brand especially the level of awareness among customers. There are some areas that needed to be improved by processed division of FAMA in order to encourage sales of AGROMAS where since year 1998 until last year they fail to achieved their target sales. Literature review use by Researcher are mainly from previous research especially from Universiti Putra Malaysia where these research are mainly concerned on the changes in distribution of agro produce products. Some method also used by Researcher such as research design, convenience sampling techniques, primary and secondary data, distribution of questionnaires and others. The study showed that out of 100 respondents involve there are only 23% are aware and consume AGROMAS brand while 77% are not aware or even consume this products. This study also have review some opinion of customers the weaknesses of this products such as lack of customer awareness and lack of promotion activities. Several recommendations have been forwarded which Researcher thinks it is suitable to be absorb by FAMA processed division. I hope this study may help FAMA to improve its present marketing strategy and can be a leader in food production in future.

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## **CHAPTER ONE**

### **1. Introductions and Background of the Company**

#### **1.1 Introduction of Federal Agriculture Marketing Authority (FAMA)**

FAMA is one of a statutory body under the Ministry of Agriculture. Established on 30<sup>th</sup> September 1965 under the FAMA act of year 1965. The agriculture produce under its purview includes any agricultural product either fresh or has been produce except for paddy and rice, rubber, palm oil, tobacco and marine fish. Nowadays, FAMA concentrate more on fruit, vegetables, poultry, eggs and milk, fresh water fish, coconut, flowers and others. The main function of FAMA is to coordinate the marketing programs for the agricultural product systematically despite maximizing some revenue to all farmers in Malaysia.

FAMA also develop some program to improve their marketing activities. Here FAMA developing an effective MIS, which is related to the products under FAMA's purview, is obtained from primary and secondary sources and compile, analyzed and disseminated to producers, market intermediaries, relevant government agencies and other users. Besides that FAMA are seriously to expand their market by promoting export market such as in-store display, participation in trade fairs and exhibitions, distribution of promotional materials, trial shipments, and advertisements in trade journal s, which might help to increase export of Malaysian produce. Other programs that will be implemented by FAMA is such as domestic market promotion, development of agro-based processing,



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Changes in Marketing of Agricultural Product

The study on "Marketing Prospect Directly On Agriculture Commodities Directly to Small Scale Farmers" by Fatimah Mohd Arshad (Faculty of Economy and Management, University Putra Malaysia) survey the marketing strategy prospect of agriculture commodities especially on Agro Based foodstuff which farmers contribute their efforts to Agro Based industry. For the introduction of the study, marketing agriculture system especially for food commodities also having the changes in terms of structure which are equally with changes in economy. The changes such as increasing in population, income, lifestyles, and technology changes have affect the distribution of food and agricultural commodities.

The clear view of changes that can be view is in retail sectors. According to *Roy Et. Al* (1987) conclude that the changes of retail sector including

- i. Increasing in the average size of retail store
- ii. Market share of supermarket and hypermarket increase
- iii. Decreasing in shares of small firm.

From Noteboom et Al (1987) the changes in marketing structure greatly influence by the combination of demand factors and the environment. These includes

- i. The usage of many media for marketing in order to recognize potential customers.