



**UNIVERSITI TEKNOLOGI MARA CAWANGAN
SARAWAK CAMPUS SAMARAHAN**

**IDENTIFY BUMIPUTERA DEMOGRAPHIC PROFILE OF
MUSHROOM MARKET: KOTA SAMARAHAN**

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EXECUTIVE SUMMARY

Mushroom is a good industry in Malaysia. A lot of Malaysian has been involved in this industry to earn their living and as a part time. This research will help me to get the information about the consumer towards mushroom. With the information I can plan how to market the mushroom. This study is essential to make the mushroom business in Kota Samarahan success especially at Desa Ilmu area. The limitations this research such as constraints, financial constraints and difficulty in gaining from respondents. Research design for this study is exploratory research because it attempt to explore and indentify the demographic profile of potential mushroom market. From this study, it will found the consumer profile and market towards mushroom. Therefore, this information very helpful for marketing the mushroom at Kota Samarahan. As a result recommendation can become a guideline to me to become more competitive to sustain in this business.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

The mushroom industry is considered as an ideal practice to utilize agricultural residues for the production of food, feed and fuel. This activity is not only environment friendly but also gives humans a food based nutraceutical. The eastern countries including the Asean nations have a long tradition in edible and medicinal mushrooms as not only as aculinary delight but for their nutraceutical properties.

According to Mushroom Association Of Malaysia (2007) Department of Agriculture Malaysia is actively championing the development of the mushroom industry as this industry is seen not as a side income earner but as an industry that can be the main economic activity or business of interested growers and farmers. This will also play a role in the balance of trade as Malaysia had imported more than RM 86.44 million of mushrooms in 2007 compared to about RM 25 million in 2004.

Sarawakians should start looking at agriculture as a lucrative business opportunity, considering the fact that the State still has at least 2 million hectares of land which can be used for commercial farming. With proper market analysis, good book keeping to check profit and loss and good management practices, success could be easily achieved. (Sarawak Chief Minister, Pehin Sri Haji Abdul Taib Mahmud, 2008)

Although this scenario reflects that there are big opportunities in the mushroom industry, I don't have the information about the market especially the information about consumer towards mushroom. Without the information about the consumer such as the demographic and the bumiputera perception, it is not easy to market the product in Kota Samarahan especially to the bumiputera majority populations.

Currently, according to MARDI, SBK Sdn.Bhd is the biggest company produce mushroom in Kuching and Kota Samarahan. This company supply their product to retail shops and supermarket.