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**CUSTOMERS' AWARENESS:
A STUDY ON GREEN PEPPER SAUCE**

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EXECUTIVE SUMMARY

Sarawak State Farmers Organization (SFO) is an organization that is under the guidance of the Department of Agriculture. This organization is set up mainly to help farmers in manufacturing their agriculture produce into commercial goods. Apart from that, this organization will also help the farmers in terms of marketing the product either locally or internationally.

One of the products that has been developed and marketed by SFO is Green Pepper Sauce. It is made from young green peppercorn which are picked before they matured. Even though this product has been introduced several years ago, the demand are still low and thus give problem to SFO as they still have a lot of stocks left at the store.

This paper attempt to examine the awareness of customer on Green Pepper Sauce. From the study, it is found that most of the customer are aware of the existence of the green pepper sauce except that they are not aware on using the product. Apart from that, most of the customers responded that the taste of green pepper sauce should be improved further by lessening the sweet taste and added more peppery taste. Others are not aware of the product and SFO should be concerned and find effective ways to create customers awareness. This could be done through promotional activities such as advertising, sales promotion, giving out samples and cooking demonstration. This is a more effective ways to create awareness.

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CHAPTER 1

INTRODUCTION

1.0 Background of the study

Agriculture refers to economic activity that has connection with farming product like pepper, palm oil, cocoa and etc. For the last three decades since independence, agriculture was the main contributor to the national economy. This sector has been the foundation and the driving force behind the economic growth of the country. Large scale of farm has been developed by the Malaysian government to ensure that this activity can achieve higher gross domestic product (GDP) for the Malaysian economy and besides that it is to meet the demands of the market at that time. Other than that, the Malaysian government has help the farmers in term of financial, advice and research and development. They give low interest rate to loan, helping in doing research and development by finding new ways and quality seeds that can give quality output. This research and development has been done on oil palm fruits whereby it is much bigger and give more oil and can protect it from pesticide.

On these modern days, Malaysia has diversified its economy in conjunction with the Vision 2020 as envisaged by the Prime Minister. Nowadays, Malaysians are

CHAPTER 2

LITERATURE REVIEW

2.1 New Product

Green pepper sauce is variably a new product in the market. It has just been introduced a couple of years ago under the brand name Agro D'Lite. As the green pepper sauce is a new product, it will go through a product life cycle as predicted by product life cycle theory (Crawford and Benedetto, 2000). Figure 2.1 shows the stages of a life cycle of a new product.

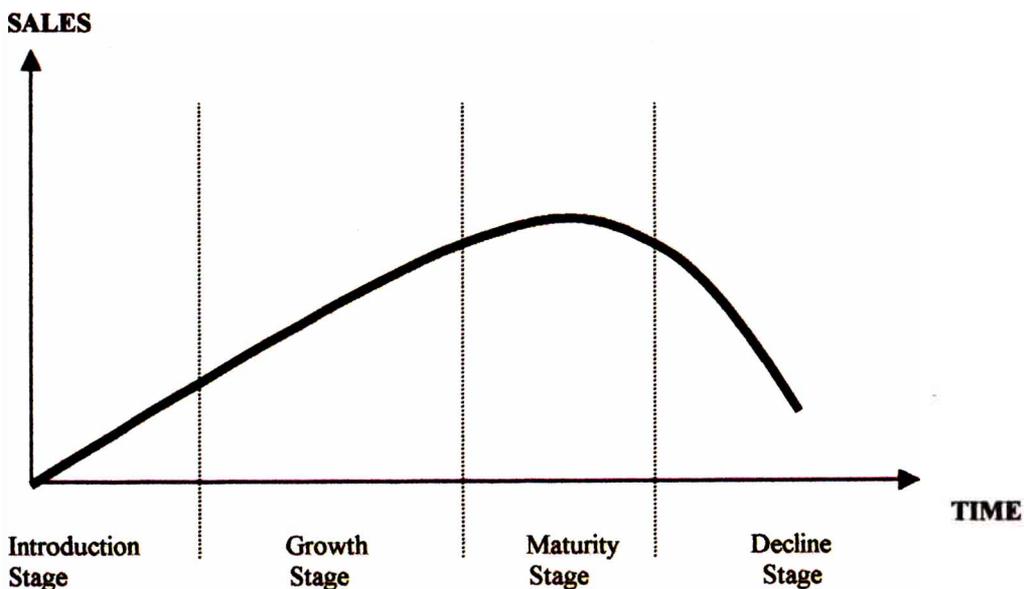


Figure 2.1 Product Life Cycle