

CW - 13370
8/1/08



**EXPLORING RELATIONSHIP MARKETING
AMONG PEPPER MARKETING BOARD
EMPLOYEES**

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OCTOBER 2003

TABLE OF CONTENTS

	PAGES
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF DEFINITION OF TERM	vii
ABSTRACT	viii
1.0 INTRODUCTION	
1.1 The Pepper History	1
1.2 Pepper Industry in Malaysia	2 – 4
1.3 Background of Pepper Marketing Board	4 – 5
1.4 Background of Study	6
1.5 Problem Statement	7
1.6 Objectives of Study	8
1.7 Scope of Study	8
1.8 Significant of Study	9
1.9 Limitation of Study	9 – 10
2.0 LITERATURE REVIEW	
2.1 Understanding of Relationship Marketing	11– 18

ABSTRACT

The term Relationship Marketing was first introduced in the literature by Berry in a conference paper on service marketing (Berry 1983). In the context of industrial marketing the term relationships was used by Jackson (1985) in mid – 1980s. For every organization the good relationship among employees the factor help achieved the organization goals.

As most definition imply, relationship marketing is first and foremost a process. All activities that are used in marketing have to be geared towards the management of this process. According to the Gronroos definition the process moves from identifying potential customers to establishing and to enhance it so that more business as well as good references and favorable word of mouth are generated.

In the context of the Pepper Marketing Board, relationship marketing is the process of interaction, communication and is related to employees' perception of value created in on-going relationship. The objectives not only focus for profit matters but also employees' relations and benefits. The importance of adding a relationship aspect in the organization to improved employees' performance, more effective communication skills among employees and help the organization to determine the strength and weakness of their employees. Here we can find the factors affecting the employees' relationship while doing their job.

CHAPTER 1

1.0 INTRODUCTION

1.1. The Pepper History

Pepper is the world most important spice one of the earliest known to man. Beside that, it is prepared from the small, round berries of a woody perennial climbing vine, *Piper Nigrum*. The plant, a native of the Malabar Coast in southwest India, is now widely grown in the tropics. However in ancient times, pepper was valued primarily for its medicinal properties. Therefore the earliest references made to pepper, over 3,000 years ago, were in Sanskrit medical literature of India. The word “pepper” is derived from the Sanskrit *pippali*.

Pepper was one of the earliest items of trade between the Orient and Europe. Initially, Arab merchants who acted as the middlemen between India and Europe controlled the trade. In fact pepper was being imported into the Roman Empire, which caused a deficit in the balance of trade. Pepper was regarded as valuable an item as precious as metals and jewels. Pepper was then, as it is now, the pre-eminent spice. In the Middle Ages, pepper was widely recognized in Europe as a means of exchange, being used to pay taxes, rents and dowries.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1. Understanding of Relationship Marketing

According to *Ian H.Gordon* in the books of Relationship Marketing, new strategies, techniques and technologies to win the customers you want and keep them forever (1998), stated that relationship marketing is the ongoing process of identifying and *creating new value* with individual customers and *then sharing the benefits* from this over a lifetime of association. It involves the understanding, focusing and management of ongoing collaboration between suppliers and selected customers for mutual value creation and sharing through interdependence and organizational alignment.

Ian Gordon 1998 further mentioned that is about business relationship and how the marketer can create new value for its customers, suppliers, employees and investors by managing these relationships. Government can also use the concept and no – for – profit organizations, such as charities and foundations, to manage their relationships, for mutual advantage with their stakeholders. The relationship, in contrast, provides the company with long term, lower risk revenues and the opportunity to grow both revenue and profits in many ways. Many company consider how to improve their supply chain, configuring processes to supply product and services within specific time, quality and cost guidelines. It may be more appropriate for companies to consider how the needs and behaviors of customers can drive procurement, production and logistics.