

A STUDY ON THE POSSIBILITY OF INCREASING
THE SALE OF "SELERA KITA" CURRY POWDER.

BY:

SHAFFEE MOHD. NAPIAH : GROUP LEADER
MEHAT MAN : ASSISTANT GROUP LEADER
MAHMOOD MUSTAFFA : SECRETARY
SAIDAH ABD. GHANI : TREASURER
MOHD. KHIDZIR NANYAN : MEMBER
MOHAMAD HANAPIAH : MEMBER

A PROJECT STATEMENT SUBMITTED IN FULFILMENT OF THE
REQUIREMENT FOR MARKETING AND BUSINESS RESEARCH
FOR DIPLOMA IN BUSINESS STUDIES.

DIPLOMA IN BUSINESS STUDIES ,
PART SIX : MAY 1984
MARA INSTITUTE OF TECHNOLOGY
PERLIS BRANCH
ARAU
PERLIS

ACKNOWLEDGEMENTS

We are particularly grateful to everybody who had rendered their fullest assistance in the preparation of this project paper.

First and foremost, we would like to express our sincere gratitude to our Business Research Lecturer, Encik Wan Abaid b. Wan Ismail, for his non-tiring effort and guidance, to us.

We would also like to express our thanks to our Marketing Research Lecturer Adviser, Cik Faridah bt. Hj:Hassan for sparing her time and giving ideas in preparing this paper.

Sincere thanks also go to Encik Zainuddin b. Osman for his assistance and guidance to us regarding the sampling technique for the preparation of this research.

The group would like to take this opportunity to thank Datin Aishah, the manageress of Syarikat Aiza for being so helpful in supplying us with information regarding Selera Kita Curry Powder.

Lastly, we would like to thank everybody who is not mentioned above for their kind cooperation for the completion of this project paper.

The Researcher,
Diploma in Business Studies Part 6
MARA Institute of Technology,
Arau,Perlis.

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>
Title Page	
Acknowledgements	i
Table of Contents	ii
Introduction	1
Objective of The Study	5
Hypothesis	7
Methodology	9
Sampling Technique	15
Limitation To The Research	21
Finding On Consumers:	
Demographic Data	24
Consumption Of Curry Powder	35
Product	42
Place	51
Promotion	58
Potential Market	65
Findings On Retailers	68
Conclusions	86
Recommendations and Proposals	95
Accounting	101
Ratio Analysis	109
Bibliography	112

INTRODUCTION

The research is done primarily to determine the consumption of curry powder in the states of Perlis and the Northern Region of Kedah. This research is mainly looking into the possibility of increasing the sale of SELERA KITA curry powder.

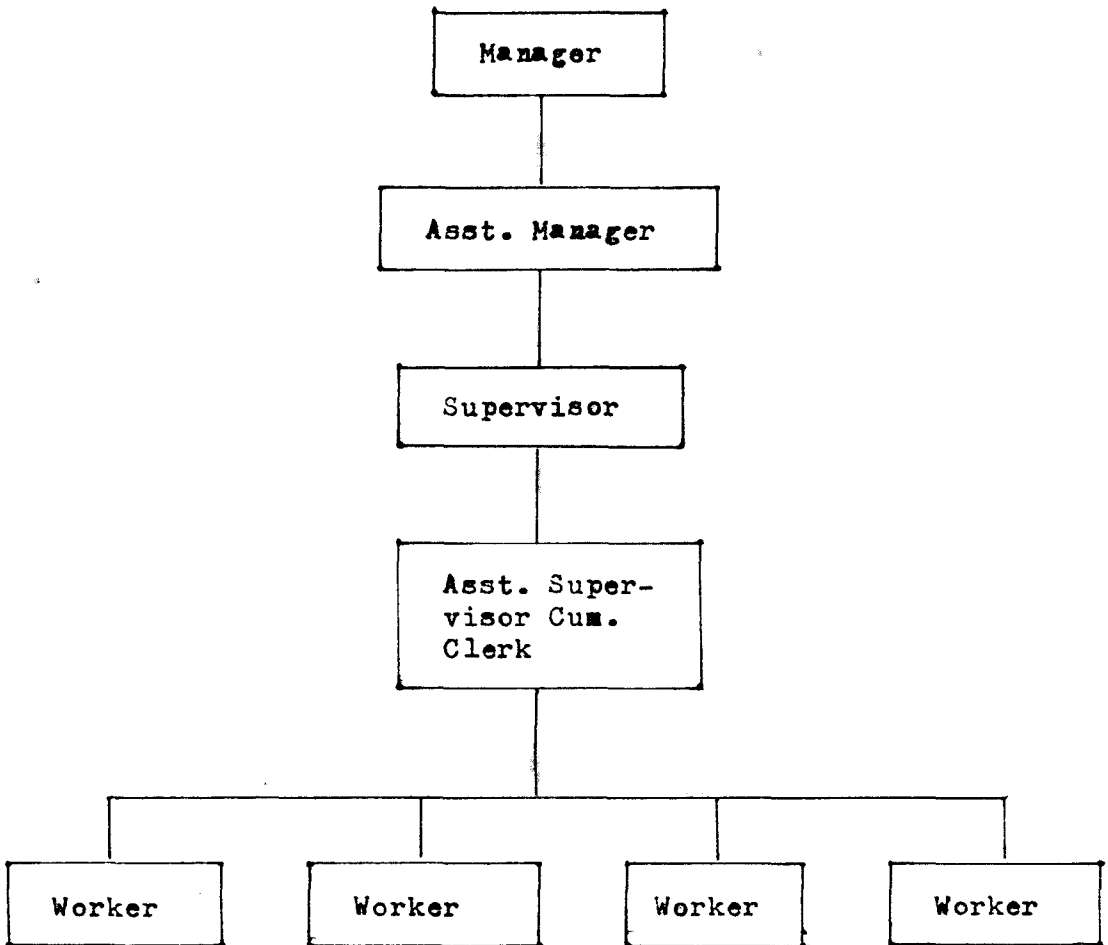
SELERA KITA curry powder is new to the market and is produced by SYARIKAT AIZA which is categorised as a small scale cottage industry. It is a sole proprietorship and totally run by the Bumiputera.

SYARIKAT AIZA was formed in November 1982 and its product is still new to the market. Since it is seventeen months old, the product is considered as in its introductory stage and the possibilities of it sharing larger market share looks promising.

The group feel that there is still room for improvement in order to expand the market to the whole of Perlis and the Northern part of Kedah.

PRESENT ORGANISATION AND CURRENT PERFORMANCE OF THE COMPANY

At present, this company is run by a manager with the help of several workers as shown in the organisational chart below:-



Currently, the company is producing five product lines, that is the curry powder for fish, prawns, chicken, beef and kurma. These products are packed into two sizes, viz 25 grams and 300 grams packets.