



THE FARMERS OR SETTLERS AWARENESS OF
FELCRA BERHAD'S SERVICES IN KOTA KINABALU

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ABSTRACT

Firstly, this project was carried out in fulfillment of partial requirement for Bachelor of Business Administration (Hons) Marketing, Faculty of Business Management, Universiti Teknologi MARA, Sabah. My research study topic is **“THE FARMERS OR SETTLERS AWARENESS OF FELCRA BERHAD’S SERVICES IN KOTA KINABALU”**. The objective of this study is to identify farmers or settler’s awareness on FELCRA Berhad’s existence and services as well as to give the recommendations to FELCRA Berhad that can be practiced to disseminate service information to farmers or settlers. About 150 questionnaires were issued out to selected farmers or settlers respondents of living in Tuaran and Papar. Only about 142 questionnaires were collected back.

Based on feedback from the questionnaire, most farmers or settlers were not aware of FELCRA Berhad’s services in Kota Kinabalu. The researcher also obtained recommendations from the respondents that FELCRA Berhad’s can be practiced to disseminate service information to farmers or settlers. These recommendations are useful for FELCRA Berhad’s to increase the farmers or settlers awareness towards the services provided.