



**THE IMPACT OF MARKETING MIX TOWARDS
PROMOTIONAL TOOLS OF PPES TERNAK SDN.
BHD.**

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENTS	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii
CHAPTERS	
1.0 Introduction	1
1.1 Background of the Study	2
1.2 Problem Statement	4
1.3 Research Objective	6
1.4 Research Question	6
1.5 Limitations and Scope of Study	7
1.6 Significance of the study	8
2.0 Literature Review	10
2.1 Definitions of terms	16
3.0 Theoretical Framework	18
4.0 Research Methodology	20
4.1 Research Method	20
4.2 Sampling Design	22
4.3 Questionnaire Design	24

Abstract

Meat and livestock industry has been among of the agricultural activities done locally in the states. As PPES Ternak, a company wholly-owned by Sarawak Economic Development Corporation (SEDC) has operated this business ever since July 1983. Yet, the market is on the slow pace.

The market for meat has been decreasing day by day. This is due to several circumstances on health and diseases that have been threaten mankind from consuming this category of food chain. Health issues on obesity and cholesterol some of the concerns. Diseases that have been scaring most people are Mad Cow Diseases and Hand, Foot and Mouth Diseases. This has been the scenery in Asia regarding meat consumption. Regarding on the competitors, not only that PPES Ternak need to compete with local cold storage company but the competitions are also on the imported meat from Brazil, Australia, New Zealand, Uruguay and India. PPES Ternak are challenged in terms of the marketing mix.

However, proper strategic marketing plan in regards with the integrated of marketing communications or promotional tools could create awareness, brand identity and recognition, sales increases, future business expansion and most of all in enhancing competitive advantage. This study will research on the main marketing mix; product, price, place and promotion in regarding to measure its impact towards promotional tools. With the previously done promotional tools such as; brochures, advertisement, exhibitions and others, the chances of turning over the table are big accordingly in meeting the demands of the consumers.

Topic: The Impact of Marketing Mix through Promotional Tools of PPES Ternak Sdn. Bhd.

1.0 Introduction

PPES Ternak Sdn. Bhd. is a company, wholly-owned by Sarawak Economic Development Corporation (SEDC). This company deals in supplying livestock and meat products within the state. Selling livestock is its main product of the company and followed by supplying frozen meat in few supermarkets. Annually, sales of livestock for PPES Ternak depend on festive seasons, especially during Hari Raya Qurban. Throughout the year, daily sales of livestock or meat products are relatively small or none at certain seasons. Marketing and sales are among important areas of an organization. The competition of livestock is less intense in Sarawak. Whereas, the market for meat products are relatively dense in terms of competitions. Although the purchasing patterns of meat products are quite slow compared to poultry and fish products. Meat is among the low involvement products for consumers' daily consumption. Despite its price to be rather expensive than other categories of food in the food chain, there are other health issues regarding on meat consumption excessively. Since it is among the least importance food category consumed daily by consumer, any involving the 4P's of marketing mixes done still could not attract the consumers towards purchasing meat products or livestock from PPES Ternak. There is a possibility of losing consumers attention to the business since meat like; beef, venison, camel, lamb, deer and ostrich are mostly known as a red meat which in the same time are a number one category of food that consumers would try to eat less.

Throughout of this study, there will be in-depth explanations on the four marketing mixes; its characteristics, role and importance to an organization and consumer's responsiveness on the business of PPES Ternak. The concern of this study