



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

## INDUSTRIAL TRAINING REPORT

AT FEDERAL AGRICULTURE MARKETING  
AUTHORITY

28 AUGUST 2022 – 9 FEBRUARY 2023

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## **EXECUTIVE SUMMARY**

The Federal Agricultural Marketing Authority (FAMA) was established on 30 September 1965 under the Act 141. FAMA is a marketing agency under the Ministry of Agriculture and Food Industry. There are 12 divisions under FAMA that manage and operate according to the role of its division.

Agromas is a product brand under the Federal Agriculture Marketing Authority (FAMA) or more specifically FAMA Corporations Sdn Bhd (FAMACo). FAMACo is a private subsidiary of FAMA that was established to make it easier for FAMA to make decisions regarding on Agromas products all the while avoiding some of the constraints and procedures that need to be taken into account if it is under FAMA. The products lines are, noodles, snacks, biscuits, instant porridge, jam spread, canned food, cordial, hot drinks, ready-to-drink products, cooking powder and sauce. They also have the certificate and are approved by HACCP, Malaysia Best, SIRIM and JAKIM.

The training period for the internship at the Federal Agriculture Marketing Authority (FAMA) is 24 weeks, or 6 months. I have learned a lot of new things while working as an intern at FAMA. Along with the standard marketing training, I was able to improve my computer and soft skills. I now have a better understanding of how marketing should be done and which marketing elements I should use and take into consideration when marketing a product as a result of my research on the products made by Agromas. Additionally, I had the chance to improve my communication abilities while working on the assignment assigned to me by the staff; as a result, this experience has helped to increase my confidence while speaking with entrepreneur.

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## **FEDERAL AGRICULTURAL MARKETING AUTHORITY**

### **NAME & LOCATION**

#### **FEDERAL AGRICULTURAL MARKETING AUTHORITY**

##### **→ HEADQUARTER**

Bangunan FAMA Point, Lot 17304 Jalan Persiaran 1, Bandar Baru Selayang, 68100 Batu Caves, Selangor Darul Ehsan.

##### **→ KEDAH STATE OFFICE**

Lot 101-C, Kawasan Perindustrian Mergong, Jalan Perak, 05150 Alor Setar Kedah.

Federal Agricultural Marketing Authority was established on 30 September 1965 under the Act 141 and publicly known as FAMA, a marketing agency under the Ministry of Agriculture and Food Industry. FAMA is responsible for the marketing of agro-food products such as vegetables, fruits and flowers as well as food industry and agricultural products. There are 12 divisions under FAMA that manage and operate according to the role of its division.

FAMA plays a role of expanding the market size of the agro-food products and increasing producer income to drive the domestic and international sector. Other than expanding the market size of agro-food and increasing the producer income, FAMA also ensuring that agriculture and food industry products are available and obtainable at prices that consumers can afford. For its role to be fulfilled, FAMA has increase effort to increase efficiency throughout the marketing chain through the several strategies. The strategies are: -

- Market space development
- Marketing infrastructure development
- Entrepreneurship development
- Product marketing development
- Development of marketing Regulatory

## **VISION**

The main leader in the marketing of food and agricultural products in the country.

## **MISSION**

Develop and efficient and effective food and agricultural product marketing chain to increase value to consumers.

## **OBJECTIVES & GOALS**

- ➔ Realizing the National Vision and National Agricultural Policy to make Malaysia the world's leading producer of food through the efficiency and effectiveness of agricultural and food products;
- ➔ Develop and efficient and effective marketing infrastructure and supply chain system;
- ➔ Develop marketing and increasing demand for agricultural products and food in outside the country; and
- ➔ Driving human resource capabilities in agricultural marketing based on the latest knowledge and technology.





## TRAINING RELEFCTIONS

The duration that I need to do my internship training is for 6 months or more precisely 24 weeks. This internship training started on 28 August 2022 until 9 February 2023. The working days for FAMA Kedah are on Sunday until Thursday and the working hours are flexible. The employee can clock in to work from 7:30 AM till 9:00 AM clock out from 4:30 PM till 6:00 PM. Furthermore, on Thursday, the employee can clock out starting from 3:00 PM till 4:30 PM. Thus, my working hours are: -

<b>Days</b>	<b>Time (9 Hours)</b>
Sunday	7:30 AM – 9:00 AM until 4:30 PM – 6:00 PM
Monday	7:30 AM – 9:00 AM until 4:30 PM – 6:00 PM
Tuesday	7:30 AM – 9:00 AM until 4:30 PM – 6:00 PM
Wednesday	7:30 AM – 9:00 AM until 4:30 PM – 6:00 PM
Thursday	7:30 AM – 9:00 AM until 3:00 PM – 4:30 PM

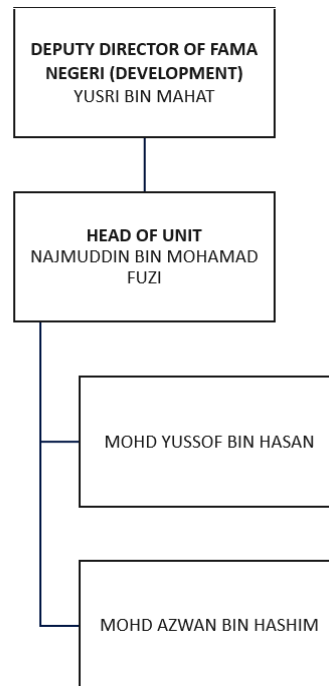
*Table 1: Working Hours*

Firstly, my internship is supervised by the head of the administrative division which is Mr. Muhammad Aiman Bin Mohd Roslan. I did not perform specific roles or assigned any project or assignment during my internship; however, I was assigned several tasks during my internship training. All the tasks that I need to complete are given clear instructions on how to perform and why the tasks are performed in a certain way.

According to my supervisor, I can familiarize myself with the working environment in FAMA as a government agency and I will also be learning how FAMA is operated and managed by the divisions and how every division contributes and works side by side in order for FAMA Kedah to achieve their goals and objectives. There are 12 divisions in FAMA Kedah and I have been placed in several divisions during my training. Those divisions are Digital Marketing Division, Farmer's Market Division, Credit Control/Agropreneur Muda Division and Administrative Division.

## DIGITAL MARKETING DIVISION

### Division Organization Structure



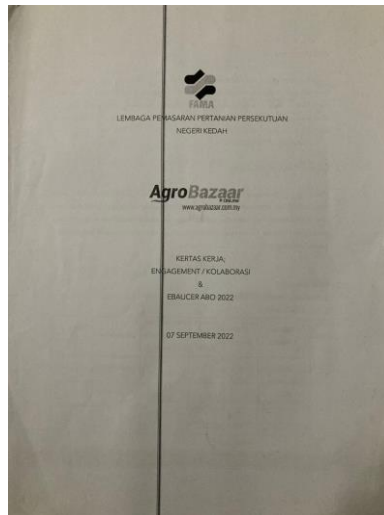
*Figure 3: Digital Marketing Division Structure*

The purpose of the formation of the Digital Marketing division was to aid in the promotion of agro-food items through the Agrobazaar Online (ABO) platform and other e-commerce platforms through Agrobazaar Malaysia E-Mall and to offer digital market channels for those products.

The objectives of this division are to assist Agro-food entrepreneurs to increase their income through the explored digital market channels, encouraging the Agro-food entrepreneur to use the e-commerce platforms more often to advertise their goods and lastly is to encourage business entrepreneur to become more aware of modern technical advancement and digitalisations.

## 1. Drafting the paperwork of Engagement/Collaborations & E-vouchers ABO 2022

One of my task when I was placed under the digital marketing division is to help drafting the paperwork of Engagement/Collaborations & E-Voucher ABO 2022. This paperwork aims to request allocations for the implementation of an engagement/collaboration programme to boost online marketing in 2022. Other than that, this paper also aims to submit an application for Agrobazaar Online (ABO)'s Malaysia Day 2022 program's e-voucher approval.



*Figure 4: Proposal of Engagement/ Collaboration & E-voucher ABO 2022*

For Malaysia Day program, total allocation of RM3,000 are requested and the program will be implemented at Agrohub FAMA dated on 11 September 2022 until 31 October 2022. The e-voucher are consisting of RM5 and RM10 which each of the e-voucher have its terms and conditions for the consumer to use it. The terms and conditions of the e-vouchers are minimum of purchase of RM7 for the RM5 e-voucher and the minimum of RM25 for the RM10 e-vouchers. This e-vouchers can be used to gain discount for the product purchased once per day.

## 2. Market and promote the product online on the Agrobazaar Online (ABO) Platform

My next task in this division is to market and promote the product online on the Agrobazaar Online (ABO) platform through the Agrobazaar Malaysia E-Mall. This task requires me to distribute the private voucher code to the potential consumer.

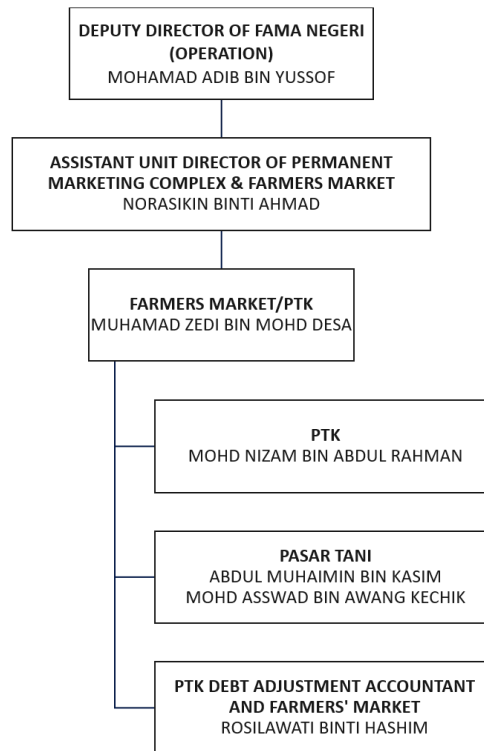


*Figure 5: Private Voucher for ABO*

This private vouchers code used the same concept and conditions with the e-vouchers in the Agrobazaar Online (ABO) platform for its usage. However, the difference of the private voucher code and the e-vouchers is that the consumer can use one private vouchers code per purchase in Agrobazaar Online (ABO) platform which means if the consumer have multiple private voucher code then the consumer can purchase products in the Agrobazaar Online (ABO) platform to gain discount for the product purchase equal to the amount of vouchers the consumer had.

## FARMER'S MARKET DIVISION

### Division Organization Structure



*Figure 6: Farmers Market Division Structure*

Farmers' Market was established with the goal of creating marketing channels and motivating agricultural entrepreneurs to engage in direct marketing of their own agricultural products. The farmer's market environment has a dynamic, carnival-like feel with a distinct and uniform identity. This farmer's market serves as a "Consumer Producer Field," assisting entrepreneur in receiving fair and profitable pricing while providing consumers with high-quality goods at affordable price.

The objectives of establishing the farmers' market is to increase agricultural products' access to markets, boost the income of producers and farmers, increasing the number of marketing entrepreneurs, giving consumers direct access to supplies of agricultural products and fundamental agricultural items at fair prices as well as enable the consumers to purchase a supply of fresh food.

## **1. Assisting staff in overseeing Farmers Market**

In this unit, I was tasked to help oversee the flow of the farmer's market that is conducted on the day the farmer's market is held, which is from Wednesday to Monday. From this I learn that the farmers' market is not only for the marketing of the entrepreneur products but it also helps new entrepreneur to spread awareness of their products to the consumers.



*Figure 7: Overseeing Farmers Market*

## **2. Help entrepreneur register to become a Farmers Market participant.**

Other than that, I also help in helping the new entrepreneurs to register to be a farmer's market participant and receive a farmer's market application form. The applications form can be obtaining for free from the nearest FAMA Kedah State Office or from downloading the application form from the official portal of the Federal Agricultural Marketing Authority (FAMA). For every entrepreneur that wanted to register to become one of the Farmers' Market participant, I will be giving them explanation of the conditions in order for them to participate in the farmer's market. The conditions are that the participant need to be: -

- ➔ Malaysian citizens (not including permanent resident status)
- ➔ Farmers/producers (preferred)
- ➔ Age not less than 18 years old & not more than 60 years old (preferred for less than 40 years old)
- ➔ Working on agriculture projects or agriculture-based projects is given priority)
- ➔ Able to handle business
- ➔ Willing to accept criticism or suggestions from FAMA
- ➔ Ready to be placed at any farmers' market that is offered by FAMA

➔ Complete the farmers' market application form and submit it to the nearest FAMA office

### **3. Collect the rent of the Farmers' Market site.**

On the days that I does not have to oversee the Farmers' Market, I will assist the staff unit to collect rent of the Farmers' Market site from the Farmers' Market participant. The collection of the rent is usually collected at the participant's houses. This is due to most of the rent collected are the overdue payments in the past months due to personal problems. If the participant has a lot of outstanding debt and the participant is unable to pay the debt, the participant can fill out the debt settlement form given by the farmer's market staff. Then, the farmer's market staff will bring the debt settlement proposal that stating the reason why the participant unable to settle the payment to determine whether the debt disposal application is approved or not.



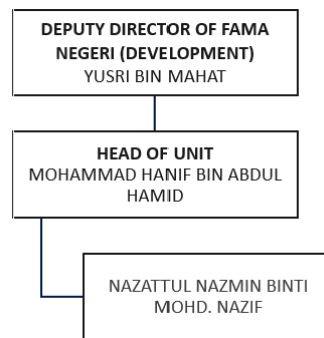
*Figure 8: Collecting Farmers Market Rent Fees*

### **4. Calculate the rental debt of Farmers' Market participant and make a slide for debt settlement meeting.**

For the meeting, there are a few components that need to be state in the slide. The slide need to have the name of the participants, the locations and days of they open their booth at Farmers' Market and their reasons for unable to settle the debt as well as the total of the unsettle debt. During the meeting, the meeting members will determine who will be grant to get the relief of the debt based on the validity of their reasons.

## CREDIT CONTROL /AGROPRENUER MUDA DEPARTMENT

### Division Organization Chart



*Figure 9: Agropreneur Muda Division Structure*

The Agropreneur Muda Unit was established as part of the implementation of the Rancangan Malaysia ke-11 (RMK-11), for young persons between the ages of 18 and 40. This program's goal is to support and promote young people's participation in agro-entrepreneurship, which encompasses all activities along the value chain of the agricultural sector, including crops, livestock, fisheries, and agro-based industries such as marketing, support services, and agro-tourism.

The objective of the program is to encouraged youngsters between the ages of 18 and 40 to join the agricultural industry, to change the perspective of the young generations towards the agriculture sector as a thriving industry, increase the income of young agrobusiness owners through improved market competition, production productivity, quality, technology, and innovation and lastly to make the national agro-food policy-compliant agro-food sector a future career field that generates income (2011-2020).

In FAMA Kedah, the type of service for entrepreneur that FAMA Kedah often provide is Agropreneur Muda Grant (GAM). Through this service, the government offers Agropreneurs Muda the Agropreneur Muda Grant (GAM) in an effort to lessen the financial burden of operating a firm. It is not necessary to repay this award, which is offered in the form of products with a maximum value of RM20,000.00 per person. Grant winners might anticipate long-term business and financial benefits from the outcomes and effects of the grant.



## 1. Involve and assisting as secretary in the Agropreneur Muda Program

During my training under the Agropreneur Muda unit, I involve and assisting the staff as a secretary in the Agropreneur Muda Program. The Agropreneur Muda Grant entrepreneur usually know of this program due to their search for a way to improve their business or when it was recognized by the staff from the nearest FAMA district office due to the potential in the entrepreneur's business. After the it was FAMA staff in each district reported the potential of the entrepreneur's business to the relevant staff at FAMA Kedah State, I along with the at the State office will personally visit the entrepreneur workshop for further inspection.

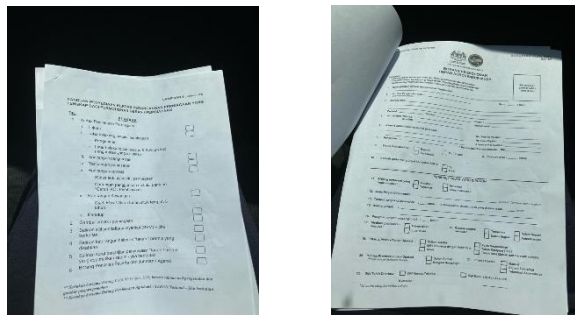
During the inspection of the workshop, I was tasked to determine whether the entrepreneur met the main requirement for them to apply for the Agropreneur Muda Grant. The main requirement for applying the grant are the entrepreneur that wanted to apply for the grant need to be at the age of 18 or above with the age of 40 being the limit for applying for the grant. Other requirement is for the entrepreneur to at least have an STPM qualification and above or equivalent. This requirement is needed to apply for the grant as this program are specially for the graduates who have ventured into business in the food industry.



*Figure 10: Agropreneur Muda Program*

## 2. Explaining the application form and the business plan report preparations.

Next, if the entrepreneur met the main requirement, I will proceed in assisting the staff to explain to the entrepreneur on what to fill in the application form as well as explaining the elements that needed to be included in their business plan report. This business plan report is crucial for the entrepreneur to prepare before they are approved to be grant the Agropreneur Muda Grant. This is because through this business plan, the staff can decide the flow of the business and know the entrepreneur's determination to make their business grow. After the entrepreneur was approved to receive the grant, I will assist the staff to prepare and ensuring that the arrangement of equipment is in the proper place to carry out the grant handing over ceremony which will be attended by the state FAMA director.



*Figure 11: Agropreneur Muda Grant Application*

## 3. Involve in loan repayment matters.

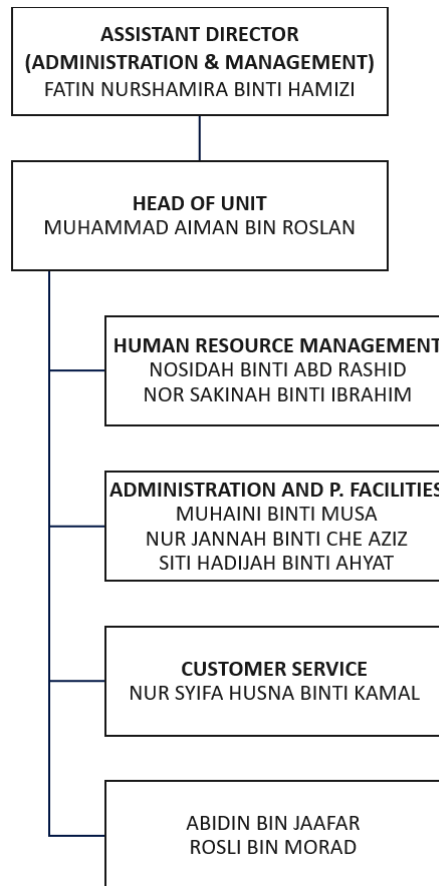
Aside from involving in the Agropreneur Muda program, I was also tasked in creating a loan repayment chronology based on the results of the Credit Control meeting. From when I help creating the chronology I found that every loan repayment chronology and the monthly repayment amount are differing from each persons. This might be due to the decision on the amount and period of the repayment is made according to the entrepreneur's ability to make the repayment. Other than that, I was tasked in calculating the equipment grant aid repayment balance ended on November 2022 based on the chronology repayment schedule provided by the staff. I also went as assistance when visiting the home/workshop of the grant aid recipient to request the repayment.



*Figure 12: Loan repayment visit*

## ADMINISTRATION DEPARTMENT

### Division Organization Chart



*Figure 13: Administration Division Structure*

Administration Division is responsible in managing, providing and servicing all FAMA staff with facilities. This division is in charge of managing the allocation of the operating budgets provided by the government to FAMA as well as the acquisition of FAMA's goods and services. This division also responsible for matters pertaining to the performance and career progression of staffs as well as issues relating to the service, service, staff training, and examinations.

## **1. FAMA movable asset management**

I was tasked to assist the asset unit with managing FAMA movable asset. During this task I was mainly managing the unregistered movable asset of FAMA Kedah including in every Kedah districts that has yet registered into the asset database. For this task, the first thing that I need to do is to inspect the existence of the unregistered movable assets for each of the FAMA Kedah district which means that I need to visit the district office personally to inspect the assets and I had a chance to personally visit FAMA Baling and FAMA Kulim to inspect the movable asset. After inspecting the unregistered asset, I was given the Excel document list from every FAMA Kedah district including the FAMA Kedah State from the asset unit for comparing with the list given by the asset unit from FAMA headquarter. Next, the list will be converted into slide for the meeting of movable assets and determining the number and status of assets of each office for the final year report and document which is Assets Pictorial Report and KEWPA-11 that needed to be sent to the asset unit in headquarter for assets registration and procuring the code label for the assets

## **2. Filing the letters/documents received and issued by FAMA into an individual and general file**


I was also tasked in filing the documents and letters according to the files number that has been provided by the staff. The recording of documents and letters are often take place in the record room as to preserve the confidentiality of the documents and letters. The record of the documents and letters are done by labelling each of the documents and letters with numbers for references, the title of the said documents and letters, recording the date of the documents and letters issued as well as the date of the documents and letters are recorded in the file. In order to record this documents and letters, two different type of ink colors are use. The red ink color is used to record the documents and letters that are received from the outside sources and the black ink color is used to records any documents and letters that are issued by the FAMA Kedah State.



***Figure 14: Document Filing***

### 3. Updating staff's leave record.

The third task I was trained to do is to monitor and update the leave that was applied by the staff of the state and district FAMA offices. All of the FAMA staff was given an amount of leave that can be taken yearly. The leave was recorded based on the type of leave taken and it needs to be recorded in the 'Kad Hijau' for manual record storing and further references. The leaves that were taken due to personal problems will reduce the amount of the leave given by the total of the leave taken by the staff. This type of leave needs to be recorded with a black ink pen and to be applied through the Leave Application Form. However, for any sick leave that was taken by staff, the amount of the given leave would not be reduced as long as the staff provide the proof of Medical Certificate to the staff in-charge. This type of recording needs to be done in red ink pen. The different usage of ink colour are used to indicate the different type of leave taken by the staff. Other than that, both are the common type of leave that the staff often take and both of the leave also need to be applied through the system 'HRMIS' even though the staff have already applied through the Leave Application Form or already provided the Medical Certificate.



No	Nama	Jenis Cuti	Tgl Mulai	Tgl Akhir	Keperluan	Status
1	...	...	...	...	...	...
2	...	...	...	...	...	...
3	...	...	...	...	...	...
4	...	...	...	...	...	...
5	...	...	...	...	...	...
6	...	...	...	...	...	...
7	...	...	...	...	...	...
8	...	...	...	...	...	...
9	...	...	...	...	...	...
10	...	...	...	...	...	...

*Figure 15: Staff Leave Record*

# INTRINSIC & EXTRINSIC BENEFIT GAINS

## INTRINSIC BENEFIT

### 1. Digital Marketing Division

I have learned and gain a few things through the task and observations in the times that I am placed under digital marketing division. I am able to understand how this division attract and encourage its customers' continued business with the Agrobazaar Online (ABO) through the promotion. The promotions are done by promoting the **e-voucher code** in the platform. The promotion by e-voucher enable the FAMA to attract the customers into purchasing the Agromas products at a discounted price. The e-voucher are only available for a purchase/day; however, the e-vouchers are available for the customer usage every day. From this method of marketing, I learned that using a voucher include its flexibility, ease of use, and ability to combine marketing, reducing price, and a payment method of items as well as a way to attract loyal customers.

Other than that, I have also learned how FAMA market their products through their social media. FAMA use their social media platform to do the **hard sell marketing strategy** in order to promote the products especially when there is event participate or held by FAMA. For example, platform Facebook is used by FAMA Kedah to promote the promotions of the products in the event of direct selling at Taman Ria Jaya, Sungai Petani in 19<sup>th</sup> January 2023. I learned that the hard sell marketing is often need the customers' immediate purchases as the promotions are limited to the time of its availability.



Figure 16: Hard Sell Promotion

## **2. Farmers' Market Division**

When I was placed under the farmer's market unit was that I am able to learn the work process carried out by the farmer's market secretariat in ensuring that the farmer's market runs smoothly. The duty of the farmer's market secretariat is to ensure that each farmer's market participant does business according to the specifications set by FAMA. The specification is that farmers' market participants must use canopies and shirts that have been prepared by FAMA and put price boards on each type of product. This is to maintain uniformity and transparency of price to the customers.

## **3. Agropreneur Muda Division**

In this division, I have learned on how the entrepreneur use several method of marketing to spread the awareness of their products to the customers. The method the entrepreneur often use is the social media such as Instagram, Facebook and Tiktok. The entrepreneur posts pictures of their products in the platform to gain the customers trust and attract the customers in purchasing the products. Other method of the marketing is to put the products in the retail store shelf. This marketing approach focusses to expose the products to the customers who often visited the retail stores.

## **4. Computer Skills**

During my internship period in FAMA Kedah State, every task that required the use of computer strengthening my ability to utilise the computer more expertly. Google document, Google spreadsheet, and Google slide are frequently utilised for work as it is convenient for editing some information and sharing it instantly in real time. Other than that, I also learn to use the functions combinations in google spreadsheet to analyse and calculate figures in several documents.

## **5. Soft Skills**

Aside from honing my computer skills, I was also able to hone my soft skills. In some of the tasked that I have been assigned with, I was required to interact with some of the FAMA Kedah District staff for information and entrepreneur to give them the explanations of the aid they wanted from FAMA.



## SWOT ANALYSIS

### AGROMAS PRODUCT OVERVIEW



*Figure 17: Agromas*

Agromas is a product brand under the Federal Agriculture Marketing Authority (FAMA) or more specifically FAMA Corporations Sdn Bhd (FAMACo). FAMACo is a private subsidiary of FAMA that was established to make it easier for FAMA to make decisions regarding on Agromas products all the while avoiding some of the constraints and procedures that need to be taken into account if it is under FAMA.

Agromas products can be categorized into two, namely FAMA factories-produced products and products produced by FAMA entrepreneurs. Some of the Agromas factory produced products are such as the honey and hot drinks while the rest are produced by FAMA entrepreneur. The Agromas products lines are, noodles, snacks, biscuits, instant porridge, jam spread, canned food, cordial, hot drinks, cooking paste, ready-to-drink products, cooking powder and sauce. Under each of the product lines, FAMA offers variety of product flavours. For example, is the Agromas hot drinks product lines are Pre-Mixed Coco Drinks, Pre-Mixed Ginseng Coffee, Pre-Mixed Habbastussauda Coffee, Pre-Mixed Gano Coffee, Pre-Mixed White Coffee, Pre-Mixed Coffee with Tongkat Ali, Premium Pre-Mixed Coffee, Oat Grain Drinks and so on.

Agromas products is a quality product that follow the regulations of food processing. The regulations used for the food processing is Good Manufacturing Practices (GMP) Regulations. The Ministry of Health Malaysia has established Good Manufacturing Practices (GMP) as a set of laws, norms, and guidelines that regulate the working conditions in a food facility to enable the manufacture of safe, hygienic, and high-quality foods (KKM). Other than that, Agromas also have the certificate and are approved by HACCP, Malaysia Best, MESTI, SIRIM and JAKIM.



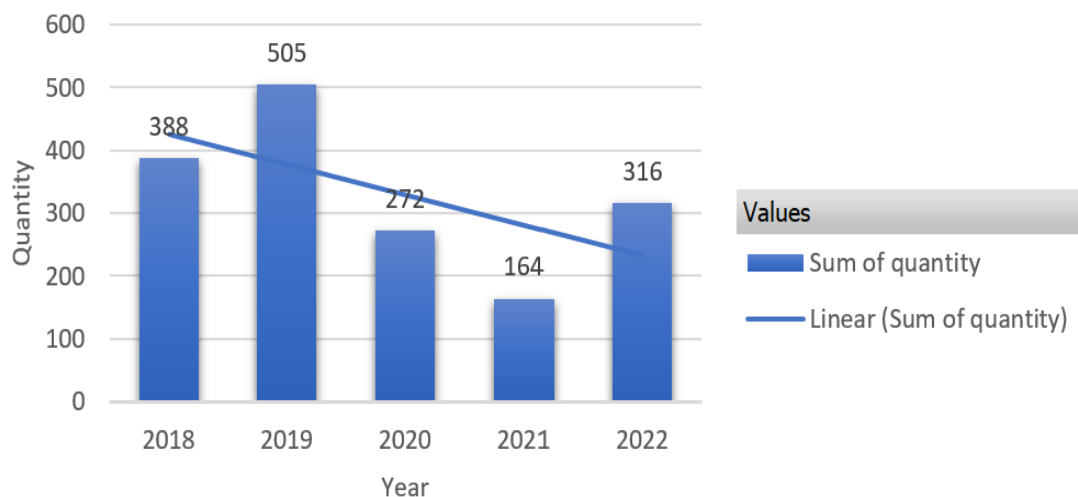
## AGROMAS GINSENG COFFEE DESCRIPTION



*Figure 18: Agromas Ginseng Coffee*

Agromas Ginseng Coffee is a blend of robusta coffee from Indonesia with ginseng extract. It is considered as a health drink and it is a factory-produce product in FAMA's factory in Banting, Selangor. The specification to produce the Agromas Ginseng Coffee is the same as any other Agromas products which following the standard regulations of GMP and HACCP as well as have the certificate of JAKIM and SIRIM, MESTI and Malaysia Best.

## KOPI GINSENG SALES REPORT FOR THE YEAR 2018 - 2022



*Figure 19: Agromas Ginseng Coffee Sales Report as at year 2018-2022*

The Agromas Ginseng Coffee are considered as a slow-moving product due to the target market of the Agromas products are 90% of Malay consumers and the sell point of the Agromas Ginseng Coffee is its ginseng extract which considered as a Chinese product. This cause the consumers to feel reluctant in purchasing the product due to the unfamiliar ingredient. In

addition, the Agromas products is also a middle-class income product. The price of the products that is suited for the middle-class product narrows the market for the Agromas Ginseng Coffee.

Other than that, with the occurrence of the pandemic COVID-19 has decrease the sales of the Agromas Ginseng Coffee in the year 2020 and 2021 from 272 packages to 164 packages per year respectively. The decrease of sales is due to the Movement Control Order (MCO) because the customers need to pick up the products at the Agrohub at the Operation Centre in Alor Setar, Sungai Petani or Langkawi. Other than that, during the pandemic, the customers preferred to only purchase the primary product due to the economic recession and Agromas Ginseng Coffee are considered as a secondary product which are not a necessary need to the consumers.

After the pandemic, the sales of the Agromas Ginseng Coffee increase from the previous year of 2020 and 2021, however the sales did not increase as much as it was in 2019 before the pandemic. This is due to the increase of price of the Agromas products from RM10.20 to RM11.30. There is an 11% increase in the price of the Agromas Ginseng Coffee product.

## SWOT ANALYSIS MATRIX

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> <li>1. Product Standard Operating Procedure.</li> <li>2. Extensive product line.</li> <li>3. Market products to international consumers.</li> <li>4. Experiences Staff and Workers.</li> <li>5. An orderly, clear and good administration structure.</li> <li>6. Lead by a qualified and experienced leader.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of flexibility.</li> <li>2. Expensive product price</li> <li>3. Localize promotion</li> <li>4. Defensive marketing strategy.</li> <li>5. Secondary product.</li> <li>6. Insufficient stock when demand exceeds supply.</li> </ol>
OPPORTUNITY	THREAT
<ol style="list-style-type: none"> <li>1. Always get cooperation from the federal government.</li> <li>2. National Agro-food Policy (NAP 2.0).</li> <li>3. Have good cooperation with small and medium industrialists.</li> <li>4. The improvement of digital marketing in Agrobazaar Online (ABO).</li> <li>5. The increasing of coffee lovers.</li> <li>6. The need for nutritious foods and high quality products in the food industry.</li> </ol>	<ol style="list-style-type: none"> <li>1. There is a fierce competition of SKU products from large businesses and established brands.</li> <li>2. Consumers gradually prefer fast food due to modern lifestyle.</li> <li>3. The increase of food prices due to the high production costs.</li> <li>4. Competition in the form of pricing where most of the competitors set lower prices compared to products of Agromas.</li> </ol>

*Table 2: SWOT Analysis Matrix*

## **EXPLANATION OF SWOT ANALYSIS**

### **STRENGTHS**

An organization's expertise, abilities, skills, and capacities in a certain field are referred to in a strength analysis. To be competitive in the market might be advantageous for the organisation.

#### **1. Product standard operating procedure.**

The agriculture products and Agromas products that are produced by FAMA or the products that are sold by FAMA all follow the Good Manufacturing Practices standard operating procedures. GMP are regulations given to ensure effective hazard free overall practices to ensure product quality, safety and standards. GMP must be followed for various practices of product testing, manufacturing, storage, handling, and distribution. GMP should fulfil the standards of Safety, Integrity, Purity, Quality, and Composition. The practices of Hazard Analysis and Critical Control Points (HACCP) and GMP regulations give confidence and faith to consumers that proper testing consistency and safety and quality checks have been maintained throughout manufacturing, packaging, and distribution of products. GMP is risk assessment trail and it is currently adopted by industries to ensure the product quality, safety and standards. GMP has science and technology based rules, regulations and standards. It also has an integrated systems approach for quality, facilities and equipment, materials, production, packaging, labelling and laboratory control. It keeps proper records for proposed amendments regarding validation and cross-contamination (Meghwal, Murlidhar, 2016).

#### **2. Extensive product line.**

The product lines that are produced by FAMA often can be categorized as Agro-food and Agromas. The Agrofood which consist of fresh agriculture products offered by FAMA are vegetables, fruits and seafood products. The Agro-food products are supplied to FAMA by the farmers and fishermen. Other than that, Agromas product mainly can be considered as a secondary product and has many product lines that can be offered to the consumers. Those product lines are noodles, snacks, biscuits, instant rice porridge, jam spread, canned food, cordial, hot drinks, cooking paste, ready-to-drink product, cooking powder and sauce.

### **3. Market products to international consumers.**

The Agromas food items have already made their way into a number of foreign markets, including those in Singapore, Indonesia, Brunei, West Asian nations, and the European Union.

### **4. Experienced staff and workers.**

FAMA which has many experienced staff and workers that have worked for over 10 years on average. Due to the experience of devoted years, FAMA has acquired many excellent staff and workers that have developed great talent in executing their individual tasks. Additionally, because each employee is aware of the working procedures and their individual tasks, the tasks assigned that need teamwork between the divisions become easier as there is strong communication between the team members.

### **5. An orderly, clear and good administration structure.**

The management and administration of FAMA's operations are made possible by the organization's administrative structure, which separates the field of work into 12 main divisions. Additionally, the location of FAMA offices in each district within the state of Kedah enables the implementation of more effective supervision and monitoring of the marketing operations.

### **6. Lead by a qualified and experienced leader.**

The FAMA State Director has a Diploma in Agriculture and Bachelor of Business Marketing. He has a wealth of expertise having worked for FAMA and having held major roles at FAMA headquarters as well as serving as the organization's deputy director in FAMA Kelantan and Sarawak.

## **WEAKNESSES**

The shortcomings that are discovered in an organisation are referred to as weaknesses.

### **1. Expensive product price.**

FAMA is concerned with the quality of its products. In general, high-quality products are more expensive compared to those of medium and low quality. The price of the products it produces is higher on the market compared to other brands in its product category due to these high cost and quality factors. The rivalry from other food products is also fierce for the products made by FAMA. The effectiveness of FAMA products' sales can be impacted by how easily consumers can purchase products with cheaper prices. The product's high price in comparison to rival brands makes it challenging to accept, especially for price-sensitive consumers.

### **2. Localize promotion.**

FAMA's promotions are focused on the locals. As a result, since the promotion are not heavily advertised, only the local community is aware of the promotions that are offered. The general public is not informed about the presence of FAMA products because there is little extensive advertising of the promotions done. Locals who visit the promotional location are the only ones who can spread awareness through word of mouth.

### **3. Defensive marketing strategy.**

The FAMA uses a defensive marketing approach. When compared to other significant and well-known businesses, FAMA marketing approach focuses solely on one form of advertising: conducting sales promotions in certain locations. Meanwhile, rival businesses employ a variety of marketing strategies, including mass media, radio, and television advertising. These businesses also regularly run promotional events and sales promotions in significant supermarkets. In contrast to FAMA products, which are only known to the local community, these companies' brands are therefore more well-known and have a higher level of appeal.

#### **4. Secondary product.**

By-products are generally secondary products derived from primary agro-food production processes and represent an interesting and cheaper source of potentially functional ingredients (Faustino et al., 2019). In Malaysia household, consumers preferred to purchase the primary products for their cooking.

#### **5. Insufficient stock when demand exceeds supply.**

Due to Malaysia's capacity for purchasing Muslim goods, there has been an increase in the amount of requests for Agromas items. This has made it more difficult for customers to purchase the products because the factories and entrepreneurs are struggling to keep up with the increase in demand.

### **OPPORTUNITIES**

The term "opportunity analysis" refers to aspects in the organization's external environment that may present chances for the company or organization to grow its client.

#### **1. Always get cooperation from The Federal Government.**

Based on the strong cooperation with the Kedah State administration, the Federal Government, as well as Small and Medium-sized Industries (SMIs), FAMA Negeri Kedah has a good chance to accomplish its goals. Being supported by the government allows FAMA, a government marketing agency, to readily carry out its operations. The state government or other government organisations may invite FAMA to market its products at events they are hosting. An example would be the promotion of Agromas in conjunction with the MAHA 2022. Additionally, Agromas has a good chance of being readily accepted by Malaysian consumers due to the recognition of FAMA.

#### **2. National Agro-food Policy (NAP 2.0)**

The implementation of DAN 2.0 is part of a government initiative to ensure food security by overhauling the nation's food system. This policy encourages the nation's agro-food industry to move in a more high-tech, resilient, and sustainable path. In addition to placing a priority on the security and nutrition of the nation's food supply, it is intended to promote economic growth and improve people's well-being (*Dasar Agromakanan Negara 2021 -2030*, 2021). Along with the implementation of the NAP 2.0, FAMA also applies the strategy to

strengthen food security on the output of FAMA products and the products of entrepreneurs sold by FAMA. FAMA is one of the entrepreneurial agencies that promote the products of entrepreneurs under various departments and agencies under the ministry in food security. The products are quality and competitive products taking into account the following aspects of GMP Regulations.

### **3. Have good cooperation with Small and Medium-Sized Industries (SMIs).**

Small and Medium-sized Industries (SMIs) and Kedah State FAMA have good cooperation. A successful interweaving procedure results in the delivery of processed goods to FAMA at the designated time. FAMA is able to advertise the items since there is a constant supply, which eliminates the issue of supply shortages. High-quality products created in accordance with the established criteria can also be ensured by a positive working relationship. Due to this, FAMA is able to concentrate on marketing initiatives and boosting the SMI product sales.

### **4. The improvement of digital marketing.**

Due to its ability to unify and reach a large amount of consumer, digital marketing is regarded as one of the most effective marketing strategies. The quickly increased popularity of social media and social commerce are considered the third revolution of communication that provides freedom for companies to communicate with target audience, regardless of place and time (Stoian et al., 2018; Pavlovaite & Gresiene, 2019; Zhou et al., 2013; Zhang et al., 2020). In order to achieved that kind of feat, the improvement in digital marketing in FAMA has been long established. FAMA has tried to reach its consumers through several sources such as Facebook, Instagram and YouTube. FAMA also have participate in selling products in Shopee in order to reach more of its consumers and attracting new consumers. Other than that, FAMA also have their own selling platform similar to Shopee which sells the Agromas and Agro-food based product sold by FAMA and entrepreneur under FAMA. In this Agrobazaar Online (ABO) Platform, FAMA offers many information on their promotions in the form of events of FAMA and discount vouchers.



## **5. The increasing of coffee lovers.**

The amount of coffee consumed by Malaysians in 2021 and 2022, which was 800,000 60kg bags. (Department of Statistics Malaysia[DOSM], 2022). The majority of Malaysians' daily lives have typically included warm beverages like tea and coffee. In 2018, Malaysia produced 2.1 million bags of coffee weighing 60 kg. Malaysia purchases coffee from its neighbour, Indonesia, to satisfy domestic and international demand (Bernama, 2022). Other than that, Malaysians' pace of life has intensified due to urbanisation, where convenient and ready-to-drink products are widely desired. This has fuelled the growth of ready-to-drink products. As the products are personalized to the tastes of the locals, the rapid setup became the consumer's wisest option. Many people's lifestyles today have led to a great demand for such convenience food products (Brunner et al., 2010). The increased demand for products and services associated with fast paced city living, particularly products that are convenient and time-saving, is due to the rising number of urban populations too (Basurra et al., 2021).

## **6. The need for nutritious foods and high quality products in the food industry.**

There is the increasing demand for wholesome, high-quality food products in this country. This aspect might be brought on by consumers' attention to their health and their current high standard of living. Since the output of local businesses is still insufficient, many health-related products are imported from abroad to meet this demand. As a result, FAMA has a significant chance to fill this gap as its goods are of excellent quality and are nourishing.

## **THREATS**

Threat analysis describes elements in the organization's external environment that could strongly impact and adversely affect its position.

### **1. There is a fierce competition of SKU products from large businesses and established brands.**

FAMA had to compete with long-established food manufacturing businesses. Brands from companies that sold secondary products like FAMA such as Maggi, Knor and Adabi are particularly well-liked by consumers and middlemen. Due to this, it is challenging for wholesalers and retailers to advertise Agromas products because they are not widely accessible. Additionally, in comparison to FAMA, Agromas' rivals engage in more active promotional operations to raise the value of their brands. FAMA Agromas products continue to lag behind in terms of consumer acceptance due to threats from these rivals.

### **2. Consumers gradually preferring fast food due to modern lifestyle.**

The major food consumption trend in urban parts of developing countries is that more consumers are eating increasingly more meals outside of their homes and most of the growth in away-from-home eating has been in the fast food sector (Kaynak et al., 2006). The interest shown at the national and international levels concerning the fast food is derived from the scarcity of time in a competitive, dynamic and urban fast life (Platania and Donatella, 2003). According to Atkins and Bowler (2001), emphasis is increasingly being placed on quick meal solutions due to the busier consumer lifestyle and dual-working families with children. Consumers lead increasingly busy lives, meaning that the time available to cook meals is being squeezed between work and leisure commitments. Cooking for many has ceased to be a leisure activity and instead is a chore. Consequently, this has placed more emphasis on fast food items. Fast-food is a rapidly growing industry in the world as well as in Malaysia, especially in the urban areas. Moreover, the food diversity in Malaysia is an implicit characteristic of the diversified culture of the country amongst the different regions within the states (Quoquab et al., 2011).

### **3. The increasing of food prices due to the high production costs.**

Malaysia's inflation, as measured by the consumer price index (CPI), increased 2.3% in April 2022 from a year earlier, led by higher food prices, according to the Department of Statistics Malaysia (DOSM) on Wednesday (May 25, 2022) (Tan Siew Mung/theedgemarkets.com May 25, 2022). The production cost of the Agromas FAMA depend heavily on the raw material cost. Hence, when the prices of the high material rise, the need for FAMA to raise the price of the products are inevitable. Other than that, the raw material prices also rise due to the import cost from other countries. With the recent pandemic economy crisis, the price of raw material has risen due to several factor from which were the shortages of food and the product monopolization. Moreover, The Covid-19 epidemic crisis resulted in many countries implementing travel restrictions and movement controls. In Malaysia, the agricultural sector is one of the sectors directly affected by the movement control order. Agricultural entrepreneurs face the problem of dumping agricultural products due to the closure of several support sectors such as retail and transport. Lack of cash reserves aggravates the problem as their income depends on daily sales. An economic stimulus package by the government to small businesses is a short-term solution (Fabeil, Noor & Pazim, Khairul & Langgat, Juliana, 2020). Hence, when the economy start to improve, it is difficult for the entrepreneur to return to their original pace due to the lack of capital to start business again after the pandemic.

### **4. Competition in the form of pricing where most of the competitors setting lower prices compared to products of Agromas.**

Among the Agromas competitors, a lot of the competitors tried to set the prices of the product lower than Agromas and other products, this kind of price strategy is able the competitors to attract the consumers to purchase their products rather than the Agromas product. The competitors counter the consumer's confidence in Agromas products and at the same time try to attract consumer's attention to their products by offering cheaper prices than Agromas products. In addition, with the use of this strategy, the competitors will be more likely to attract the price sensitive consumers.

## TOWS MATRIX

	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	<ol style="list-style-type: none"> <li>1. Always get cooperation from the federal government.</li> <li>2. National Agriculture Policy (NAP 20).</li> <li>3. Have good cooperation with small and medium industrialists.</li> <li>4. The improvement of digital marketing.</li> <li>5. The increasing of coffee lovers</li> <li>6. The need for nutritious foods and high quality products in the food industry.</li> </ol>	<ol style="list-style-type: none"> <li>1. There is a fierce competition of SKU products from large businesses and established brands.</li> <li>2. Consumers gradually prefer fast food due to modern lifestyle.</li> <li>3. The increase of food prices due to the high production costs.</li> <li>4. Competition in the form of pricing where most of the competitors set lower prices compared to products of Agromas.</li> </ol>
<p><b>WEAKNESS</b></p> <ol style="list-style-type: none"> <li>1. Expensive product price.</li> <li>2. Localize promotion</li> <li>3. Defensive marketing strategy.</li> <li>4. Secondary product.</li> <li>5. Insufficient stock when demand exceeds supply.</li> </ol>	<p>➔ Spread awareness on Agrobazaar Online (ABO) Platform. (W1, O4).</p> <p>➔ Increasing product stock capacity (W5, O1, O2)</p>	<p>➔ Create a Loyalty Program in Agrobazaar Online (ABO). (W4, T3).</p>

<p><b>STRENGHT</b></p> <ol style="list-style-type: none"> <li>1. Product Standard Operating Procedure.</li> <li>2. Extensive product line.</li> <li>3. Market products to international consumers.</li> <li>4. Experiences Staff and Workers.</li> <li>5. An orderly, clear and good administration structure.</li> <li>6. Lead by a qualified and experienced leader.</li> </ol>	<p>➔ The opening of a coffee sales booth at a supermarket of the customer's choice. (S1, O5).</p>	<p>➔ Spread awareness on the quality of the Agromas product. (S1, T4).</p> <p>➔ Get special allocations for in-store promotion in advance. (S4, T1).</p>
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*Table 3: TOWS Analysis Matrix*

## **TOWS DISCUSSION & RECOMMENDATION**

### **RECOMMENDATION BASED ON OPPORTUNITY + STRENGTH**

1. The opening of a coffee sales booth at a supermarket of the customer's choice.
  - ➔ Product Standard Operating Procedure (S1).
  - ➔ The increasing of coffee lover (O5).

FAMA needs to take the initiative to introduce products to consumers more efficiently. For example, by opening an Agromas coffee booth to promote the product such as taste-tasting. FAMA can follow the example of its competitors as this has been done by many of its competitors such as Nestle and Nescafe. This method of promoting is recommended to be used as it's one of the effective ways to encourage consumers to try the product directly. Other than that, with the increasing of coffee lovers and the need of the nutritious foods as well as high quality products, FAMA can emphasise the advantages of its product especially the advantage of the Agromas Ginseng Coffee to the consumers. By doing the taste-tasting, FAMA can spread awareness of the Agromas Coffee Ginseng health advantages to the consumers while being high quality products. The need to emphasise on the product quality is due to consumers doubt on the new product such as ginseng.

### **RECOMMENDATION BASED ON OPPORTUNITY + WEAKNESS**

1. Spread awareness on Agrobazaar Online (ABO) Platform.
  - ➔ Expensive product price (W1).
  - ➔ The improvement of digital marketing(O4).

FAMA needs to follow current trends by using social media such as television, Facebook, TikTok and others as a platform to inform consumers about the Agrobazaar Online (ABO). The use of TikTok, Facebook and Instagram Live can help in spreading the advantages of the Agrobazaar Online (ABO) to the consumers as well as attracting consumers to the Agromas products. Through this announcement, consumers can find out information about the products available in Agrobazaar Online (ABO) as well as the discounts available in Agrobazaar Online (ABO). This way, consumers can buy goods at discounted prices and FAMA attracts customers to visit the Agrobazaar Online (ABO) platform. Next, it can also attract consumers to buy marketed products such as Agromas Ginseng Coffee.

## 2. Increasing the Agromas product stock capacity.

- ➔ Insufficient stock when demand exceed supply (W5).
- ➔ Always get cooperation from the federal government (O1)
- ➔ National Agriculture Policy (NAP 2.0) (O2)

Agromas coffee production is limited compared to the high demand for the product in the market. The insufficient supply of coffee compared to its demand causes a shortage of stock in the market. To overcome this problem, FAMA needs to increase production according to the demand of each state. In order to increase the amount of production, FAMA needs to buy more processing machines according to the amount of coffee capacity that needs to be produced. FAMA can achieve that goal because every year FAMA gets allocations provided by the government for the development of the local products. This recommendation aligned with the National Agriculture Policy (NAP 2.0) which to ensure the national food security. Therefore, the people are no longer overly dependent on imported food production.

### **RECOMMENDATION BASED ON THREAT + STRENGTH**

#### 1. Spread awareness on the quality of the Agromas product

- ➔ Product Standard Operating Procedures (S1).
- ➔ Competition in the form of pricing where most of the competitors set lower prices compared to products of Agromas (T4)

From the promotions that have been conducted by FAMA, most of the promotion are focussed on the hard sell of the products. FAMA lack on promotion based on soft sell of the product which causes consumers unaware of the advantages of the Agromas product. By conducting soft sell-based promotions, FAMA can spread the awareness of the Agromas Ginseng Coffee and other of its products advantages as well as assuring consumers of the advantages of Agromas products as products that follow its own standard operating procedures that falls under the Good Manufacturing Practices.

2. Get special allocations for in-store promotion in advance (especially on school holidays and festivals)

→ Experienced staff and worker (S4)

→ There is a fierce competition of SKU products from large businesses and established brands (T1).

One of advantage that FAMA has is its experienced and knowledgeable staff in the field of marketing. This advantage helps FAMA to do the latest innovations that are compatible with the current market. However, FAMA has to compete with larger companies in the market that produce products that are similar to Agromas products. Furthermore, FAMA face difficulty in entering markets such as Lotus and Mydin supermarkets due to the expensive site rent. In order to overcome this problem, FAMA needs to get special allocations for in-store promotion in advance, especially on public holidays and festivals. FAMA State needs to make a strategic marketing plan for Agromas products in advance to obtain an allocation from the main headquarters for the year.

#### **RECOMMENDATION BASED ON THREAT + WEAKNESS**

1. Create a Loyalty Program in Agrobazaar Online (ABO)

→ Secondary Product (W4).

→ The increase of food prices due to the high production costs (T3)

FAMA are recommended to launch a customer friendly program such as Loyalty Program. For example, FAMA can use the Lotus Hypermarket method by giving coupons to customers who spend RM50 through Agrobazaar Online (ABO) for item purchased, then the customer will get a private coupon amounting to RM5 to RM10 discount on Agromas products. Other than that, it also recommended to give consumer a sample of the product of other Agromas products such as Agromas Ginseng Coffee. Due to Agromas products especially the Agromas Ginseng Coffee are categorized as secondary products, plus the factor of increasing the price of expensive products as a result of increased production costs, therefore FAMA can use this method to help consumers get a reasonable price without having to reduce the price of the product as well as introducing the new products to the consumers.



## **CONCLUSION**

The internship at Federal Agriculture Marketing Authority (FAMA) is a 24 weeks long of training which is 6 months. During my internship at FAMA, I have learned a lot of things. Aside from the usual marketing training, I also able to hone my soft skills and computers skills. The research that I have done about the Agromas products have made me more understand on how marketing should be conducted and what of the element of marketing should I used and consider to market a product. Additionally, I was given the opportunity to hone my communication skills while completing the task that was given to me by the staff and thus, this opportunity has more or less boost my confidence to interact with the entrepreneur. In the nut shell, 6 months that I have spent for the internship training had given and teach me a lot of knowledge.

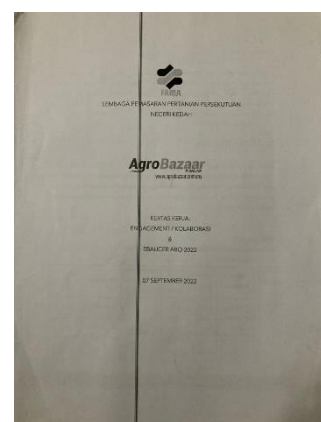
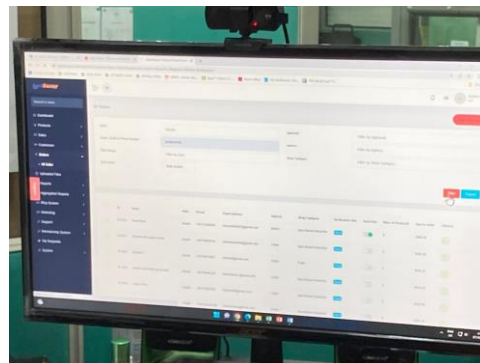
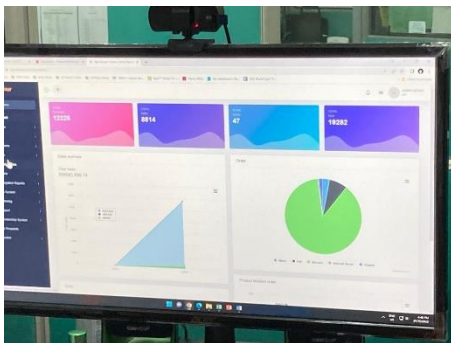
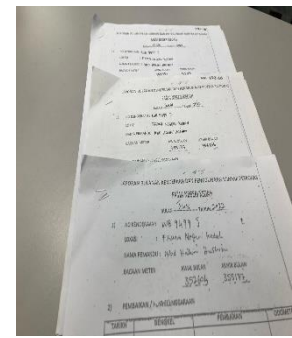
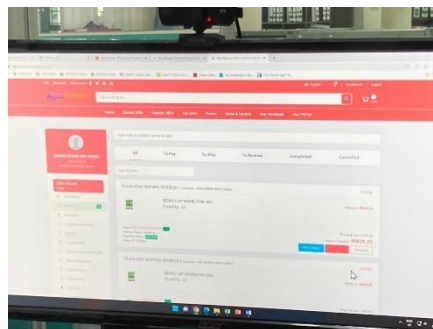
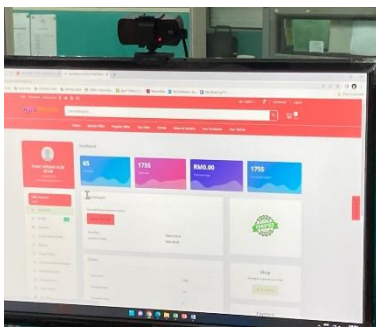
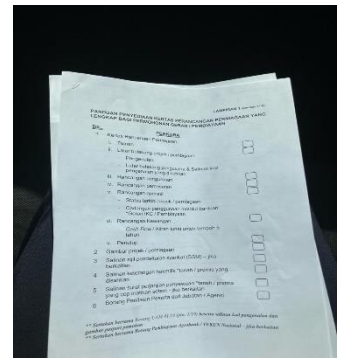
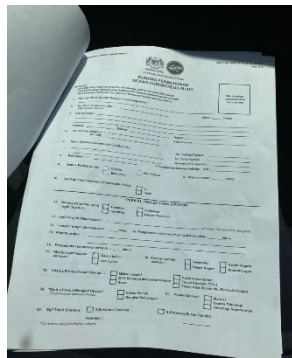
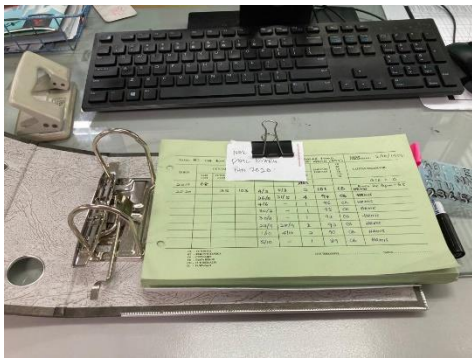
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# APPENDICES

















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