

**THE STUDY OF "THE EFFECTIVENESS OF PROMOTIONAL STRATEGY
OF AVERRHOA BILIMBI (BELIMBING BULUH) AS AN
ALTERNATIVE MEDICINE"**

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This project paper on topic 'The Effectiveness of Promotional Strategy of *Averrhoa Bilimbi (Belimbing Buluh)* As an Alternative Medicine' is carried out to complete the evaluation of Bachelor in Business Administration (Marketing) Hons, BM220.

The content of this Project Paper include specific aspect on marketing mix especially on Promotional Strategy of *Averrhoa Bilimbi (Belimbing Buluh)* As an Alternative Medicine'. *Averrhoa Bilimbi (Belimbing Buluh)* as the herbal plant and its great beneficial values to human's health. This Project Paper will discuss basically on physical and chemical properties of *Averrhoa Bilimbi (Belimbing Buluh)*. Also, discussed about the application of *Averrhoa Bilimbi (Belimbing Buluh)* as an alternative medicine at others country.

1.2 Problem Statement

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1.7 Significance of Study

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PROJEK PELAJAR

TABLES OF CONTENTS

Pages No.

	Pages No.
ACKNOWLEDGEMENT	I
TABLE OF CONTENT	II-V
LIST OF TABLE	VI
LIST OF FIGURES	VII
ABSTRACT	VIII
CHAPTER 1 INTRODUCTION	10-12
1.0 Introduction	1
1.1 Background of study	1-3
1.2 Problem Statement	12
1.2.1 Purpose of Study	3-4
1.3 Research Objectives	4
1.4 Research Questions	4-5
1.5 Scope of Study	5
1.6 Limitation of Study	5-19
1.6.1 Time Consuming	5
1.6.2 Financial	6
1.6.3 Sample Size	6
1.7 Significance of Study	6-7
3.4 Product	21-22
3.5 Augmented Product	22

Pages No.

1.8	Definitions of Terms	7
1.8.1	Place	7
1.8.2	Respondents	7
1.8.3	Sample	7
1.9	Theoretical framework	7-8
CHAPTER 2 LITERATURE REVIEW		
2.0	Literature Review	9
2.1	Averrhoa bilimbi	9
2.2	Morphology of Averrhoa bilimbi	10-12
2.3	Physical Properties	
2.3.1	Origin and Distribution	12
2.3.2	Mollucas	12
2.3.3	Indonesia	12
2.3.4	Philippine	12
2.3.5	Thailand, Malaysia and Singapore	12-13
2.3.6	Queensland	13
2.3.7	Other Countries	13
2.3.8	Varieties	13
2.3.9	Climate	14
2.3.10	Soil	14
2.3.11	Season, Harvesting and Keeping Quality	14
2.3.12	Pests and Diseases	15
2.3.13	Chemical properties	15-19
3.1	Product / Marketing	20
3.2	The Marketing Mix of Bilimbi	20
3.3	Core Product	21
3.4	Product	21-22
3.5	Augmented Product	22

CHAPTER 1

INTRODUCTION

ABSTRACT

1.0 INTRODUCTION

Averrhoa bilimbi (*Belimbing Buluh*) is a fruit that belongs to the same family with star fruit and have some similarities but mostly, they are different in chemical properties. *Averrhoa Bilimbi* (*Belimbing Buluh*) is known to help preventing many types of diseases either common or chronic diseases. Other than Malaysia, there are many tropical countries that consume this fruit in their daily life due to its beneficial value to human's health. Many studies have been done about *Averrhoa Bilimbi* (*Belimbing Buluh*) because they realized that this fruit have a great potential to be promoted better in future market especially in food industry.

1.1 BACKGROUND OF STUDY

This Project Paper will introduce to the public about the secret beneficial of *Averrhoa Bilimbi* (*Belimbing Buluh*) in terms of alternative medicine. It is better to prevent than to cure. So by investigating the physical and chemical properties of this extraordinary fruit, we will know why we should put it into consideration to use this fruit in our daily life. *Averrhoa Bilimbi*