

**A STUDY ON CUSTOMER RELATIONSHIP
MARKETING AS PRACTISED BY THE KONSORTIUM
PELADANG TERENGGANU SDN.BHD (KPT
PELADANG SDN.BHD)**

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“ In the name of Allah, the most merciful, the most beneficent”

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Corporate Background of KPT Peladang Sdn. Bhd

KPT Peladang Sdn.Bhd was incorporated on April 1995 and commence operation on the 1st Jan 1996 with authorized capital of RM 1,000,000 and paid up capital of RM 500,000.

The incorporation of KPT Peladang Sdn.Bhd was based on several meeting and brainstorming sessions held among the officers of Terengganu Farmers Organization Authority

The objectives of the incorporation of KPT Peladang Sdn.Bhd are

- To consolidate the activities of selling agriculture products among the Farmers Area Organization in the state of Terengganu
- To organize the activities of selling agriculture products among the Farmers Area Organization in the State of Terengganu
- To make a bulk purchase of the agriculture products so that best price can be obtained where the saving can be pass to the customer

1.2 MISSION

KPT PELADANG SDN. BHD is to become the biggest agriculture product distributor in Terengganu

1.3 CORPORATE OBJECTIVE

- To provide high quality service to the customers
- To attain the success and profitability level acceptable the shareholder
- To continuously encourage and nurture a dynamic management in line with quality standard and credibility expected of normal commercial organization
- To uplift and develop a motivated workforce with excellent and responsible work ethics, skills and high customer standard
- To always strive in protecting the interest of shareholder
- To provide genuine products , best price to the customer

1.4 Background and Scope of the Study

Lately the interest toward agriculture is on the increase. The government has decided to make agriculture sector as the third growth engine for the Malaysian economic. Under the 9th Malaysian Plan the government has allocated a substantial amount of money to the Agriculture Ministry to carry and implement various projects under various agencies.

KPT Peladang Sdn.Bhd as one of the distributor of agriculture product in the state Terengganu is trying to grab this opportunity in order to increase volume of business as well as the profit. In order to do this Kpt Peladang need to prepare itself so that it can retain existing customer and get the new one.

The study is base on the farmers in the district of Kuala Terengganu.

Through this study Kpt Peladang hope to find out how the relationship with existing customer goes on. Is there any grouses among the customer on how KPT Peladang threat it customer so far. The researcher is trying to find out what are the elements of relationship marketing apply by Kpt Peladang that contribute to the farmers buying agriculture products from Kpt Peladang Sdn.Bhd