



**A STUDY ON MARKET POTENTIAL OF PALM KERNEL
SUGGESTION TO FELCRA BERHAD**

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ABSTRACT

This research was conducted with the objective of study of the market potential of the palm kernel for the Felcra Berhad. These studies intend to evaluate the Felcra Berhad Wilayah Terengganu market potential in the business activity.

The research have done using questionnaire which was conducted to gather information required which would provide the answer to the subject matter. The information gathered consists of demographics, price that customer are willing to pay and also distribution and sales channel. The questionnaire was conducted in English and Malay version. A total of respondent are 100 to conduct a research were selected.

This study was examined using the Statiscal Packages for Social Science (SPSS). The result obtained shows that independent variable in example price and also distribution and sales channel does have influence on dependent variable, in example market potential.

The hypotheses from this research were analyzed using Pearson Correlation testing and the result was favorable toward accepting the alternate hypothesis and the null hypothesis was rejected. Thus, this study conveys that price and have distribution channel does have significant relationship with market potential.