

**THE STUDY OF DEVELOPMENT ON MARKETING STRATEGY TO
PROMOTE NEW FOOD PRODUCT AT
AGROMAS (M) SDN. BHD
The Case Study In Johor Bahru**

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APRIL 2001

ACKNOWLEDGEMENT

**In The Name of ALLAH SWT, The Most Gracious, The Most Compassionate
and Most Merciful**

Alhamdulillah, all thanks and praise are due to Allah SWT for making things possible; who gives me the strength, spiritual, physical and inspiration to complete this project paper accordingly.

First of all, I would like to place my sense of gratitude to my advisor, Y.M. Raja Roslan Raja Abd. Rahman – Lecturer of MARA University of Technology for his valuable guidance, continuous support and encouragement that he has provided to me throughout the completion of this project paper. I also dedicate my special thank you to course tutor of BBA (Hons) Marketing, Mr Ismadi Bin Ismail. Not forgotten to Mrs. Sabariah Mahat, lecturer of BBA (Hons) Marketing, MARA University of Technology, Alor Gajah Campus. Special gratitude to Mr. Rozman Bin Mohd. Yusof for his valuable time checked my grammar typical errors in this project.

It is my pleasure to acknowledge and thank to Mr. Ab Razak Ab Majid, Director of FAMA Negeri Johor, Mr Shahrizan Sudiman (AgroMas Head of Unit), Mr Abdullah Sopian, Mr Shapiee Ismail and all FAMA's staff for their patient assistance and great course during my practical training since 1st December 2000 until 28th February 2001. There are a lot of sweet memories and will the relationship do not end as practical program.

I also dedicate my deepest gratitude to my beloved parents,
my sister and her husband
with their blessing and cheerful face,
provides my strength and supports to accomplish the final project. I'm proud as member of family.

Also not forgotten to all my friends and colleagues whom with me endured directly or indirectly the pressure and strain of completing this research. I bid you my utmost appreciation. Especially, Ah Leng (Shahril), Zufar, my housemate (Izahar, Rizal, Mizi, and Fahmi), Edir, Iza, Kak Fidah and my lovely honey – Yati. There is a lot of experience that we shared together as we strive for our degree program.

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Abstract of research project submitted to the Faculty of Business and Management, MARA University of Technology in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (Hons) Marketing.

**Development on Marketing Strategy to Promote
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April 2001

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This research attempts to analyze the development of marketing strategy to promote new food product in AgroMas Sdn. Bhd. The study is implemented based on marketing mix and promotion mix to increase customer awareness and identify the level acceptance of product.

Questionnaires were distributed during the Johore Food Carnival – SMI on 3rd March at Plaza Angsana, Johor Bahru. 100 respondents were chosen by simple random whereby they gave feedback to show consumer responds about the product. The researcher appreciated their cooperation by giving them AgroMas product as souvenir.

The issue that the researcher would like to highlight in this study is introducing the AgroMas product, using the local raw materials. AgroMas that stand for Agriculture of Malaysia is produced by FAMA Co. subsidiary of FAMA. In the beginning, it is difficult to sell the product because of promotional weakness.

They concentrate on product development through Research and Design (R&D) and trying to create a food product that can be accepted by the people in this country. The good marketing strategy, which included marketing mix (product, price, place, and promotion) and supported by promotion mix can maintain the product survive in the competitive market.

In this new era, the high competition will make the company struggle to compete with each other. AgroMas chose to promote their product through a variety types of promotion tools. Trade exhibition, carnival, sponsorship, and sales promotion can attract the consumer knowing more deeply about the product. The product features could influence consumer in making decision to choose the AgroMas food product. Based on the research, majority of the respondents agreed that the product has a good prospect in the future. It is because AgroMas product could fulfill the local consumer's needs. It shows that the consumer could accept the product and buy it through good marketing and promotion strategy.

It can be concluded that the AgroMas weakness was on the promotion strategy. Majority of the respondents said that they are not familiar on the brand name. It makes them not aware of the product in the market. The researcher recommended that AgroMas must use mass media such as newspaper, television, radio, and internet to promote their product. They could provide rack to display, which allocate the entire AgroMas product. So that it is easy the consumer to locate the entire product.