



“THE ROLES AND CHALLENGES OF FAMA IN EXPORTING
OF AGRICULTURE AND AGRO-BASED PRODUCT BY
THE EXPORTER IN THE ERA OF GLOBALIZATION”

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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE ROLES AND CHALLENGES OF FAMA IN EXPORTING OF AGRICULTURE AND AGRO-BASED PRODUCT BY THE EXPORTER IN THE ERA OF GLOBALIZATION”** to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you

Yours sincerely,

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ACKNOWLEDGEMENT

Assalamualaikum,

Alhamdulillah this research have been completed. This project paper would have been an impossible task without enthusiasm and I would like to say that this research will not complete if I doing alone and I appreciate to all people who are directly and indirectly involve in this particular research

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Thank you

TABLE OF CONTENTS	PAGE
DECLARATION OF ORIGINAL WORK	I
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
BACKGROUND COMPANY	
1.1 Introduction	1
1.2 Roles of FAMA	2
1.3 Research Questions	4
1.3 Research Objectives	4
1.4 Theoretical Framework	5
1.5 Scope of Coverage	6
1.6 Limitation of Study	7
1.7 Significant Of Study	8
1.8 Definition of Terms	10
LITERATURE REVIEW	
2.1 GUIDELINES	11
2.1.1 Fruits Export Licensing	
2.1.2 Application terms for Processes a registered business company or Individual.	
2.1.3 How to find importers	
2.1.4 Industry Standards	
2.1.4.1 Malaysia Good Agriculture Practice (GAP)	
2.1.4.2 Malaysia's Best	
2.1.4.3 EUREGAP (Euro-Retail Produce Working Group for Good Agriculture Practices)	
2.1.4.4 HACCP (Hazard Analysis and Critical Control Points)	

1.1 INTRODUCTION

Background Company

The Federal Agricultural Marketing Authority (FAMA) is an agency under the Ministry of Agriculture and Agro-based Industry. Set up as a statutory body in 1965, FAMA is responsible in the supervision, coordination, regulation and improvement of the marketing of agricultural products, which include fruits and vegetables, for domestic, export and import markets.

As the Government's marketing arm for agricultural products, FAMA organizes marketing activities, set targets and product standards, monitor performance, develop marketing strategies and tools as well as initiate innovative programmes to promote Malaysian agricultural products

1.1.1 Vision

To be a leading authority in food and agricultural marketing

1.1.2 Mission

To develop an efficient and effective food and agricultural marketing chain to increase customer value

1.1.3 Strategic Thrust

- To improve the efficiency and effectiveness of supply chain management
- Achieve excellence in market intelligence
- Gain local and international brand recognition
- Capacity Building