



**FACTORS THAT AFFECTS AGROMAS PRODUCTS IN TERMS
OF BRAND EQUITY BASED ON RETAILERS PERSPECTIVE AT
FAMA TANGKAK**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA**

2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Khairul Bariah binti Sharifpuddin (I/C Number: 870419-23-5204)

Hereby, declare that:

- ❖ This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- ❖ This project paper is the result of any investigation work and investigation, except where otherwise stated.
- ❖ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

November 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTORS THAT AFFECTS AGROMAS PRODUCTS IN TERMS OF BRAND EQUITY BASED ON RETAILERS PERSPECTIVE IN FAMA TANGKAK” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

KHAIRUL BARIAH BINTI SHARIFPUDDIN
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ABSTRACT

FAMA has introduced the Agromas brand to promote agro products that have the potential for the domestic and export markets. The market shares of Agromas product in FAMA Tangkak was increased every year. It shows that SMI's products are more acceptable nowadays in the market.

The objective of the study is to know the level of brand equity for Agromas products at FAMA Tangkak, to determine the level of brand equity for Agromas products at FAMA, to identify the relationships between factors that affects toward brand equity, to determine the most influence factors that affects Agromas products in terms of brand equity, to identify the correlations between factors toward brand equity and to identify recommendation to improve Agromas products in terms of brand equity in FAMA Tangkak.

The results of the research were obtained by using six methods which was reliability test, frequency distribution, hypothesis testing, chi-square, correlation analysis and backward regression. The process of analyzing and interpreting of the data was presented through tables. All the objectives of this study had been achieved.