



THE RELEVANT OF HYDROPONIC SYSTEM IN OUR COUNTRY
TOWARD CUSTOMER PERSPECTIVE

NUR MAHSURI MD.ZAMRI

2006142045

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MELAKA

NOVEMBER 2009



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, Nur Mahsuri Binti Md. Zamri, (I/C: 830827-01-5052)

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 my independent 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

5th NOVEMBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Melaka City Campus
Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "THE RELEVANT OF HYDROPONIC SYSTEM IN OUR COUNTRY TOWARD THE CUSTOMERS PERSPECTIVE" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

NUR MAHSURI BINTI MD. ZAMRI

2006142045

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This report examines the issue The Relevant of Hydroponic System in Our Country toward the Customer Perspectives. Hydroponics (from the Greek words *hydro* water and *ponos* labor) is a method of growing plants using mineral nutrient solutions, without soil. Terrestrial plants may be grown with their roots in the mineral nutrient solution only or in an inert medium, such as perlite, gravel, or mineral wool. The overall objective of this study was to investigate the relevant of hydroponic system in our country toward the customer's perspective. Kazzponic Sdn.Bhd. should do to improve their selling on their product and is reflected in both their brand and values to maintain the sell of the product.

The relevant of hydroponic system in our country can be determined in three categories Economic sustainability and profitability, Environmental concern and Social acceptable. In this study also determine the problem statement is relevant of hydroponic system in our country toward the customer's perspective. In particular, the company needs to make sure that product it still relevant to market in our country. In order, to get more information about the perception of customers about the relevant of hydroponic in our country the researcher used the research design of Descriptive Research. The researcher used the questionnaire in order to get the information about the research and from the research that shows the hydroponic is still relevant in our country toward the customer perspective. So, as a recommendations the company should have implement the effectiveness of advertising and promotion strategy. The companies so do make cooperation with the government in order to agriculture sector and improve their management.

TABLE OF CONTENT

TABLE OF CONTENTS	PAGES
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF TABLE	v
LIST OF FIGURE	vi
ABSTRACT	vii
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.1 Background of Study	2
1.1.1 Background of the Organization	3
1.2 Problem Statement	5
1.3 Research Question	6
1.4 Research Objectives	6
1.5 theoretical framework	7
1.6 Significant of study	8
1.7 Scope of Study	10
1.8 Time Frame	10
1.9 Limitation of Study	10
1.10 Definition of Term	12