



**“STRATEGISING THE TROPICAL FRUIT FARM (MTFF) TO BE NUMBER  
ONE AGROTOURISM MUST VISIT LOCATION IN MELAKA”**

SAHURI BIN MUSA  
SAFINAZ BINTI SULAIMAN  
ZURAIRAH BINTI JAIS

Report submitted in partial fulfilment of the requirements  
for the degree of  
Master of Business Administration (EMBA)

Faculty of Business Management

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## LETTER OF TRANSMITTAL

18 June 2007

The Advisor  
Associate Professor Dr. Arshad bin Hashim  
Faculty of Business and Management  
Universiti Teknologi MARA  
75300 Melaka

Dear Dr,

### **RE : SUBMISSION OF APPLIED BUSINESS RESEARCH (ABR 795)**

Refer to the above matter; we enclose herewith the final Applied Business Research Paper entitled “Strategising The Tropical Fruit Farm (MTFF) to become number one agrotourism must visit location in Melaka”.

We hope that this Business Research paper will fulfill the requirement of the course.

Thank you.

Yours sincerely,

*Safinaz Sulaiman*  
.....  
SAFINAZ SULAIMAN (2005271008)

*Zurairah Jaïs*  
.....  
ZURAIRAH JAIS (2005494209)

.....  
SAHURI MUSA (2005270998)

## DECLARATION OF ORIGINAL WORK

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

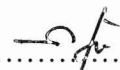
FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

We 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 these master degrees.
- This project is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

Safinaz Sulaiman (2005271008) Signature:.......... Date: 19/06/07...

Zurairah Jais (2005494209) Signature:.......... Date: 19/06/07...

Sahuri Musa (2005270998) Signature:..... Date:.....

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## **EXECUTIVE SUMMARY**

The purpose of this business research is to study the agro-tourism industry in Melaka in which we choose Melaka Tropical Fruit Farm (MTFF) located at Sungai Udang to explore this field. This study looks at viability studies, potential management risks, pricing mechanism and considers the best recommendation to MTFF so that they can attract more visitors in the future.

The findings show that MTFF should do the repackaging the package of the SBU and do some market development on the existing product or penetration on some activities in order to satisfied visitors need and wants and to make sure that MTFF will generate profit in the five to ten years duration in the future.

Finally, the change model tools are recommended so that MTFF management will change the model of management planning, financial controlling and so on so forth to make sure they implement what are we recommended to them.