



A CASE STUDY ON:

PENETRATING MALAYSIA'S AGRICULTURAL PRODUCTS INTO THE JAPANESE MARKET

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Norjehan Binti Mohamad Roff ,

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 has been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

6 November 2009

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Dear Madam,

Attached is the project paper titled "Penetrating Malaysia's Agriculture Products into The Japanese Market" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

This study is conducted to examine on how Malaysia's Agriculture Products can penetrate into the Japanese market. On this research, MATRADE and Japan has been chosen as a study setting in order to analyze on that topics.

The focus of this study will be based on what is the factor that can influence and help Malaysia Agriculture products to penetrate into the Japanese Market. One of the factors is distribution channel. In contrast with the Malaysian distribution channel, the Japanese distribution channel is often characterized as a long, complicated network of relation-driven middle men who are interacting closely with "fellow-trade" wholesalers, brokers, manufacturers, importers, and retailers. Within this channel, it is not uncommon to include as many as four layers of wholesalers.

Here, we can see that the Japanese distribution system is not efficient in terms of time and it involves a lot of cost. It is also inefficient for Malaysia to export agriculture products to Japan because by the time the product reaches the customer, the product will already be rotten and this will affect the quality of Malaysian agricultural products.

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