

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY TECI-NOLOGY MARA (UiTM)

MARKETING PLAN FOR SHEERA FOOD INDUSTRIES SDN.
BHD.

A NEW PRODUCT CALLED
'TAMARIND PUREE'

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APRIL 2000

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LETTER OF TRANSMITTAL

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7th MAY 2000

Dear Sir,

SUBMISSION OF THESIS

Enclosed herewith is a report of my study entitled 'Marketing Plan for Sheera Food Industries Sdn. Bhd. "A New Product called Tamarind Puree".

I hope this paper can accomplish its requirement and expectation of the faculty. Lastly, I would like to express my sincere attitude for your guidance and support for the completion of the project paper.

Thank you.

Yours sincerely,



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ACKNOWLEDGEMENT

Praise to Allah for giving me strength to complete this paper.

There are many wonderful people to whom I would like to express my sincere gratitude and appreciation. The thesis paper is a requirement in completing my BBA (Hons) Marketing and also part of my industrial attachment program. This paper is a result of many contributions and support from individuals who have directly or indirectly made this a reality.

Firstly, I would like to thank my dear parents in Johore for their love and encouragement in completing the paper. Secondly, I would like to thank my supervisors at Sheera Food Industries, Hajjah Normah Zakaria and Lt. Col. (rtd.) Abdul Majid Saaidin for their guidance, tolerance and support. My appreciation also goes to my respectable research advisor Mr. Appa Rao Maradiah for his comments, consultation and guidance in the preparation of the paper.

Lastly, I would also wish to thank all my brothers for their advice and support, the company's staff for the 'helpful hands' and also my colleagues for their wonderful support and understanding. For those who are not mentioned here, I appreciate your effort and support. Thank you.

Mohamad Azlan B. Abdul Majid

98701468

April 2000

1.0 THE INTRODUCTION

The food processing business has become an important industry in the Malaysian economy. The increasing number of the total population made the demand for food consumption to increase. But there will be a shortage of food supply for the country if there is no development in the food industry. Sheera Food Industry is a food processing company. Food processing is categorized under manufacturing because the finished product goes through the "process" before it is distributed to the final user. The main reason to the existing of Sheera Food Industries is first to introduced its new product; called Sheera Tamarind Puree for household consumption. To introduce new product requires a lot of planning and implementation. While some products enjoy instant success, others require time and marketing effort before significant growth begins. So, a careful implementation and control of the marketing plan will ensure the success of the new product.

Usually, when new product has a potential for rapid acceptance, producers will expect a vigorous competition. In this case, the plan should focus on the potential competitor. With slowly accepted product like the tamarind puree, the marketing strategy should focus on market development and product.

In addition, because the final consumer purchases the product, the producer must also give attention to its production standards to ensure high quality standards of the product.