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MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF BUSINESS AND ADMINISTRATION
Kota Samarahan, Sarawak

**"A STUDY TO INTENSIFY LOCAL PEPPER CONSUMPTION, WITH SPECIFIC
REFERENCE TO PEPPER MARKETING BOARDS' CUSTOMERS"**

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SARAWAK

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LETTER OF TRANSMITTAL

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25 April 2003

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Dear Sir,

Re: Submission of Marketing Internship Thesis

Referring to the above matter, I hereby submit my thesis entitled "A Study To Intensify Local Pepper Consumption With Specific Reference To Pepper Marketing Boards' customers". This thesis, which is for your kind perusal and retention, is part of the requirement to complete our course. I hope that you will find everything satisfactory.

Thank you.

Yours sincerely,



(HUGH PAUL SAMAT)
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EXECUTIVE SUMMARY

Pepper is rightly crowned the “*King of Spice*” for no other spice does so much for so many different foods from all over the world. This pungent, distinctive spice is often used three times in the same dish before the food is eaten: first as an ingredient in the preparation; then to correct or improve the overall seasoning during cooking; and finally at the dinner table if the ^{dinner} dinner prefers more seasoning. Whatever the featured flavours of a recipe may be, there is a good chance that pepper will be present, complementing or contrasting them. And for quality, Sarawak pepper is the choice, be it black or white, whole or ground, fresh or pickled.

It is known that Malaysia is one of the worlds’ pepper producers for its quality pepper. However the local consumption of pepper among us is still low compare to other countries. A developed country like US, Germany, which is not a pepper producer countries has earn a title of highest pepper consumption per capita.

Solution or campaign to increase the domestic consumption has been a popular topic among PMBs’ managers. The question on how to increase peoples’ consumption particularly focusing on 3 groups; industrial, institution and household, of course this people play a major role to help to boost up our fresh quality pepper consumption among Malaysian.

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CHAPTER 1

INTRODUCTION

Pepper is grown in Malaysia predominantly in the state of Sarawak, which accounts for 95% of the production, with some plantings in Sabah and Johor. As such, pepper of Malaysian origin is traded in the world market as Sarawak Pepper. Annual production is in the region of 25,000 tonnes and over 90% of this is exported.

In Sarawak, pepper is planted by smallholders on an estimated 10,000 hectares, mainly on fertile hill slopes. The tropical climate of Sarawak is ideal for pepper cultivation. Harvesting stretches from April to September with the peak season in May and June. Traditionally, up to 80% of the crop is processed into black pepper with the remainder being turned into white pepper.

More recently, through the initiative of the Pepper Marketing Board (PMB), Malaysia is going into the production of Specialty Pepper to meet specific requirements of end-users. At the same time, a number of pepper-based products including products from green pepper are being developed.