

**LEVEL OF AWARENESS TOWARDS BRAND EQUITY AMONG MALAY  
ENTREPRENEURS IN FOOD INDUSTRY IN TERENGGANU**

**BY :**

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**JULY 2008**

## PENGHARGAAN

Bersyukur ke hadrat Ilahi dengan limpah kurnia serta keizinanNya dapat kami menyiapkan kajian ini dengan jayanya. Setinggi-tinggi penghargaan dan ribuan terima kasih diucapkan kepada semua pihak yang terlibat secara langsung dan tidak langsung bagi membolehkan penyelidikan ini disiapkan dengan sempurna.

Diantaranya :

YM. Prof. Madya Tg Yusoff Tg. Mahmud  
Pengarah kampus UiTM Terengganu)

Prof. Madya Wan Dorishah Wan Abd. Manan  
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dan

Semua pihak yang telah memberikan kerjasama dan sokongan di dalam menjayakan penyelidikan ini

## ABSTRACT

*Today, most of local entrepreneurs who are involved in small and medium industry (SMI) have encouraged producing a quality product to fulfill the consumer requirement. Entrepreneurs also have to know a new trend in product development like a promotion, packaging, labeling and branding. Government has already highlighted these things into the policies and implemented to help local entrepreneur to become more confidence in the marketplace, especially for those who want to market their product into foreign hypermarket. Yayasan Pembangunan Usahawan Terengganu is one of the government agencies under Ministry of Entrepreneurs and Co-operation Development (MECD) that responsible in these things for entrepreneur development in Terengganu. Nowadays, Yayasan Pembangunan Usahawan Terengganu more emphasis to develop brand awareness among Malay entrepreneurs for those who are involved in food industry. Meanwhile, many other competitors in food industry which established their products are now moving forward to maintaining their image, to meet the challenges of market liberalization and increasing competition for both domestic and international market. But, how many of our local entrepreneurs are aware to plan and implement their brand development*

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