



**THE CONFLICTS FACED BY SALESPERSON WHEN HANDLING CHANNEL
MEMBERS AT FAIZA MARKETING SDN BHD**

(RETAILERS, WHOLESALERS, RESTAURANTS & FOOD INSTITUTIONS):

A CASE STUDY OF FAIZA MARKETING SDN BHD

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ABSTRACT

According to Faiza Marketing Sdn Bhd (FMSB) 2013, gross profit shows about RM 1,595,154.53 and their keep increasing their sales target from year to year. This situation gives opportunity to FMSB to generate more income and can generate new strategy to make their spices can be accept in the market and for the same time increase their market share. However, recently FMSB had lost their number of channel members because of poor in service towards their customers. Mostly of their customers are dissatisfied with their service. It is in term of delivery of spice products, arrangement of products and late of taking expired products. This study will find out how FMSB to handle their channel members especially retailers, wholesalers, food institutions and restaurant/stalls. Another objective is to find out what the roles of spice salesperson and the conflict faced by salesperson when handling their channel members. Interview and observation method was used to find the information supported with documents from FMSB itself. From the interview and observation found that can meet all the objectives. From this paper also will found out how the salesperson handling their channel members, the conflict faced by them and how to help them in their jobs. Each of channel members plays vital roles in helping the products can be acceptance by all the customers and consumers in the markets.