



**BUSINESS SUSTAINABILITY & UNDERSTANDING THE  
ROLE OF AGENT RELATIONSHIP ON MULTIPURPOSE  
LIQUID FERTILIZER MAKES AN IMPACT TOWARDS THE  
DEVELOPMENT OF AGRICULTURE MARKETING  
PRODUCT: PERSPECTIVE OF RRAS BAKTI (M) SDN. BHD.**

**MUHAMMAD FAIZ BIN SHAHRU ALZAMAN**

**2012299472**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)  
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JOHOR**

**JUNE 2014**

## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report.

Academic advisor, Pn. Jaslin bt. Md. Dahlan, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Mr. Abd. Rahman bin Hj. Rahmat my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Mr. Abd. Ghani bin Osman, and RRAS BAKTI staff for sharing their knowledge and experiences with me during the practical training.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

## TABLE OF CONTENT

Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgment	v
List of Table	vii
Abstract	viii
<b>Chapter 1: Introduction</b>	
1.1 Background of the study	1
1.2 Organization Background	3
1.3 Issues and Problem Statement	6
1.4 Research Questions	11
1.5 Research Objectives	11
1.6 Significant of Study	11
1.7 Limitations of Study	13
1.8 Scope of Study	15
<b>Chapter 2: Literature Review</b>	
2.1 Introduction	16
2.2 Business Sustainability in Agriculture Business	16
2.3 Understanding The Role and Build-Up The Link Relationship Agent Appointed by The Company	20
2.4 Understanding The Medium in Marketing and Sales of Agro-Based Fertilizer Products	23
<b>Chapter 3: Research Methodology</b>	
3.1 Introduction	27
3.2 Sources of Information	
3.2.1 Primary Data	27
3.2.2 Secondary Data	28
3.2.3 Internal Data	28
3.2.4 External Data	28
3.3 Data Collection Method	
3.3.1 Observation	29
3.3.2 Interview	29
3.3.2.1 Interview Protocol	30
3.4 List of Interviewees	30
3.5 Data Procedures of Each Objective	31
<b>Chapter 4: Findings Analysis</b>	
4.1 Introduction	33
4.2 Findings Analysis	
4.2.1 Interview	33
4.2.2 Observation	37
4.3 Summary of Data Collection Analysis	40
<b>Chapter 5: Gap Analysis, Conclusions and Recommendations</b>	
5.1 Introduction	42
5.2 Gap Analysis	43
5.3 Conclusions	52
5.4 Recommendations	54

**BIBLIOGRAPHY  
APPENDIX**

**LIST OF TABLE**

- Table 1** : List of Interviewees
- Table 2** : Summary of Data Collection Analysis
- Table 3** : Summary of Gap Analysis

## **ABSTRACT**

The slogan "Agriculture is Business" is used by Ministry of Agriculture & Agro-Based Industry, Malaysia. In the larger context, agricultural activities are good not only as food security, but also helps to increase rural incomes through agricultural entrepreneurship and thus reduces income gap in the country. The purpose of this paper is to analyze the impact of business sustainability and understand the role of agents in an impact to the development of marketing of agricultural products. Case studies derived from the RRAS Bakti (M) Sdn. Bhd. Data were drawn from interviews, observation and also supported by certificate and clinical proven. The study has proven that the good relationship between the agents will give motivation to them as a great incentive in achieving higher sales volume for company's product. This study will give guideline to assist the company in enhance their business sustainability and also identify utilize our company's appointed agents through good relationships in improving sales in general.