



A RESEARCH ON THE POTENTIAL MARKET OF BORNEO TROPICAL
HONEY PRODUCED BY RURAL DEVELOPMENT CORPORATION (KPD)

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ABSTRACT

This study examines the potential of the Borneo Tropical Honey market produced by the Rural Development Corporation (KPD) in local market as well as to foresee the KPD opportunities to enter the global honey market. The study also provide a clear pictures on how the four elements of marketing namely product, price, promotion and place influence the Tropical Borneo Honey level market. Altogether 80 questionnaire were distributed to the respondents however only 69 respondents returned the completed answered of questionnaires.

The Borneo Tropical Honey has been quite sometimes in the market, however most of the respondents do not know about the product existence. Lack of promotion was highlighted to be the main factor of the failure; a part of it place is also seen as the factor contributed to the failure as well.

Based on the finding of this study, the Borneo Tropical Honey customer is satisfied with the quality and price of the product.