



THE EFFECT OF MARKETING LOGISTICS ON THE AGROPOLITAN  
PROJECT UNDER SABAH DEVELOPMENT CORRIDOR PROGRAMME

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## ABSTRACT

This study intends to determine the effect of marketing logistics on the Agropolitan projects by looking at the factors of logistics such as transportation, warehousing and inventory. Findings from this study are crucial in the preparation for the logistics factors to be implemented in this project.

The study has been deliberately and extensively undertaken to identify the effect of the logistic factors that might directly or indirectly affects the marketing process in the Agropolitan project. The study also seeks what are the significant factors that helped to constitute the effectiveness in the transportation operation as well as to the warehousing and inventory management. It also examines the correlation between this logistics and the marketing.

The study found that the logistics on transportation has great significance in efficient transportation mode, on time transportation, decision control (Watson and Pitt ,2008; Kotler and Amstrong, 2010); while for warehousing, it has a great significance impact on storage size and capacity, status and physical conditions, types of item stored and the duration of storage period (Gu *et al.*, 2006; Watson and Pitt ,1990); and lastly, it has a great significance impact on inventory in the area for receiving and distributing inventory, review and follow up reports of inventory and tags must be placed on products (Deveshwar and Modi, nd; Watson and Pitt ,2008). The results derived from these findings have significantly indicated that logistics is important and needed to make the process of marketing run smoothly and efficiently. Therefore, efficient and effectiveness in logistics are proposed to the marketing process in this Agropolitan project.

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# TABLES OF CONTENT

	<b>PAGE</b>
<b>LETTER OF SUBMISSION</b>	ii
<b>DECLARATION</b>	iii
<b>ABSTRACT</b>	iv
<b>ACKNOWLEDGEMENT</b>	v
<b>TABLES OF CONTENTS</b>	vi
<b>LIST OF TABLES</b>	ix
<b>LIST OF FIGURES</b>	xi
<b>LIST OF CHARTS</b>	xii
<b>LIST OF APPENDICES</b>	xiii
<b>CHAPTER ONE: INTRODUCTION</b>	1
1.1 Background of study	1
1.2 Problem Statement	11
1.3 Objectives of the study	15
1.4 Scope of the projects	16
1.5 Limitation of the study	16
1.6 Significance of the study	17
<b>CHAPTER TWO: LITERATURE REVIEW</b>	19
2.1 Introduction	19
2.2 Marketing	19
2.3 Logistics	21

2.4	Marketing Logistics	24
	2.4.1 Transportation	26
	2.4.2 Warehousing	29
	2.4.3 Inventory Management	34
<b>CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN</b>		<b>37</b>
3.1	Introduction	37
3.2	Data Collection	37
	3.2.1 Secondary Data	37
	3.2.2 Primary Data	38
	3.2.3 Instrument	38
	3.2.4 Data Collection Method	39
	3.2.5 Theoretical Framework	39
3.3	Procedures For Data Analysis	41
	3.3.1 Data Analysis	41
	3.3.2 Exploratory Data Analysis (EDA)	42
	3.3.3 Data Transformation	45
	3.3.4 Frequency Analysis	45
	3.3.5 Mean Rank Analysis	45
	3.3.6 Friedman test	46
	3.3.7 Spearman Rho Correlation Test	46
	3.3.8 Chi-square test and Cross-tabulation	46
<b>CHAPTER FOUR: ANALYSIS AND INTERPRETATION OF DATA</b>		<b>48</b>
4.1	Introduction	48