



**"A RESEARCH ON MEASURING THE EFFECTIVENESS OF
MARKETING STRATEGIES OF PEPPER PRODUCT
IMPLEMENTED BY PEPPER MARKETING BOARD, AT
KOTA SAMARAHAN"**

**BENJAMIN ANAK KUDANG
2008349017**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
SAMARAHAN CAMPUS**

APRIL 2003

TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	v-vi
LIST OF ABBREVIATIONS.....	vii
ABSTRACT.....	viii
 CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of Study.....	1-3
1.2 Scope of study.....	4
1.3 Significance of study.....	5
1.4 Problem statement.....	6
1.5 Objectives of study.....	7
1.6 Hypothesis.....	8-9
1.7 Limitation.....	10
1.8 Definition of Terms.....	11-12
 2.0 COMPANY BACKGROUND	
2.1 Marketing strategies of PMB.....	13
2.2 Company's Objective and Mission Statement.....	14
2.3 PMB Business Activities.....	15-17



ACKNOWLEDGEMENT.

The completion of this project paper is highly due to help and support given by many individuals. First of all, I would like to express my gratitude and appreciation to my project advisor, Madam Tenning Felicia Seling, for her invaluable advice, comment, guidance and most of all attention, support and encouragement in making this project paper a success.

Greatest appreciation is also given to my supervisor, Encik Philip Gawing, for his support and guidance. I also wish to acknowledgement and express my appreciation to all staffs of Pepper Marketing Board (PMB) who have generously assist and provide the necessary data and information for the completion of this project paper.

My special thanks goes to all my colleagues and friend who helped me in numerous ways particularly in distributing the questionnaire and to all the respondents who have kindly attend to my questionnaires.

Last but not least, to my family members who give me inspiration and encouragement. To the above people, I wish to extend my sincere thanks and gratitude for their support in this project paper.

Thank you.

ABSTRACT

The Pepper Marketing Board (PMB), an agency entrusted with the development of Malaysian pepper industry, has increase its effort particularly on the pepper product development and promotion programs with the dual objective to expand market demand locally and internationally. The study that has been carried out by the researcher is focusing on the effectiveness of the Marketing Strategies used by PMB on the marketing and selling of pepper and pepper-based product.

The study emphasized on how the PMB formulate and structure the marketing strategies based on the concepts of marketing mix that involved the process of analyzing 4P's product, place, pricing and promotion in order to achieve the organization objectives.

The contents of this study consist of six major parts namely introduction, literature review, research methodology and design, analysis and interpretation of data, conclusion and recommendation.

Where based on data analysis and findings for end user they are agree that the product, channel distribution channel, price and promotion apply by Pepper Marketing Board are effective in meeting consumer need.

In the recommendation made by researcher, even though it effective but it must be continuous improvement and review their promotional strategy, channel distribution strategy, pricing strategy and product strategy.

1.0 INTRODUCTION

1.1 Background of study

Pepper Marketing Board was established in 1972, as a federal statutory body under the Pepper Marketing Board Regulation. 1971[P.U (A) 447] on December 1971 by minister of Agriculture to regulate, promote and improve the marketing of Sarawak Pepper and value added pepper and product. The industry in Malaysia with the under objective of improving the economy well being of pepper farmers.

Pepper Marketing Board activities are market promotion, farmers development, trade intermediaries development, trading and product development. The function and activities in market promotion involved under taking sales and trade mission to target, participation in trade fair and exhibition and other promotional activities to publicise the availability of quality Sarawak Pepper and value added pepper product from Malaysia.

Meanwhile in the farmer's development, it's focusing on extension programme to inform producers about market prospect and requirement. Farmers are encourage to change their production and marketing structure by improving the quality of their pepper to enhance the production of value added pepper and pepper product for higher return.

In the trade intermediaries' development, it's involved the licensing of all pepper dealer and exporters and supervision of their activities to