



**A STUDY ON CONSUMERS' PERCEPTION
TOWARDS SARA-BIF PRODUCTS**

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ABSTRACT

A study on consumers' perception toward Sara-Bif products is seen to be very important as it can ascertain the poor response by the consumers towards the products. The poor response has resulted in the below-budget performance by the company. In fact, since its incorporation, no formal study has been conducted with regards to the acceptance of the product by the consumers. The below-budget performance of the company has prompted the shareholder and the initiating agency, SEDC Sarawak, to initiate the study on the sale of the product.

For the purpose of this study, descriptive research design was extensively used. In brief, the findings show that Sara-Bif products were being labeled as more expensive than similar products of the competitors. The findings also reveal that Sara-Bif's product were poorly promoted and distributed even though the products are perceived to have better quality than others particularly in the Halal assurance for the Muslim consumers.

Based on the findings, some possible strategies were recommended. The strategies, which can be categorized as marketing strategies, production strategies and organizational strategies were formulated with the ultimate aim to ensure the company achieve the sales, profits and other goals established in its Five Year Plan.

CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.0 INTRODUCTION

The growth of the food industry, like any other industries, depends on the country's economic growth, growth of per capita income and the rate of employment. For the year 2002, Malaysia economic growth is forecasted at 3% and income per capita is expected to improve compared to 2000 by 2.5% from RM27,652 to RM29,320. Malaysia's population in 2000 was 22.2 million and grows at the rate of 2.6% per annum. The population is expected to be 23.4 million in 2002 and this would definitely create a huge market for food products.

The Malaysian market size for food for 2002 was estimated at RM35.5 billions where RM15.0 billion or 42% is meat and meat-based products. This scenario provides big opportunities for food producers to explore the market extensively. Sara-Bif as one of the food producers in meat-based products should take full advantage of this development.