



UNIVERSITI TEKNOLOGI MARA

**A PROPOSAL:**

**A STUDY ON THE EFFECTIVENESS OF “BORNEO  
TROPICAL HONEY” MARKETING STRATEGIES  
ADOPTED BY KORPORASI PEMBANGUNAN  
DESA, SABAH**

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## ABSTRACT

Borneo Tropical Honey is one of KPD's core agro-programs and its honey is considered one of the best honey produced locally. Its quality is comparable to any brands whether produced locally or imported honey. The researcher has made some observation and comparison on the retail prices of all brands available at the retailers' outlets including imported honey from Australia, New Zealand and China and it is found out that KPD's Borneo Tropical Honey is the cheapest among all brands.

The main weaknesses that revealed in the study/survey is KPD marketing strategies towards Borneo Tropical Honey. There is a need for better advertisements and promotion as to make Borneo Tropical Honey as one of its premier product. It is recommended that KPD's Marketing Department should formulate new marketing strategies including integrated marketing communication which include TV advertisement, trade shows to be held through the country, frequent promotions at the retailers' outlets. By using these approaches, it is hope that Borneo Tropical Honey could be one of the best brand in the country.

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