



**A STUDY ON THE EFFECTIVENESS OF ROLES OF  
LEMBAGA PERTUBUHAN PELADANG**

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## TITLE PAGE

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## ABSTRACT

This study is to fulfill the requirement for the subject of Marketing Research (MKT662) and indirectly allowed me to gain valuable experience in real life by doing this kind of study before heading with the real working environment in the future.

## 1.0.1 Vision of Company

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## 1.0.7 Corporate Culture

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## **ABSTRACT**

This study was conducted in order to know the effectiveness of Roles of Lembaga Pertubuhan Peladang to Sabah entrepreneurs and to give suggestions and recommendation on how to improve services provided by Lembaga Pertubuhan Peladang. The designing of study is descriptive study and both primary and secondary data regarding the study were gathered. The target populations in this study will focus on Sabah entrepreneurs in Kota Kinabalu. The 50 respondents of this study refer to all entrepreneurs from selected Pertubuhan Peladang Kawasan (PPK).

## **CHAPTER 1: INTRODUCTION**