



**THE IMPORTANCE OF PACKAGING DESIGN FOR OWN-
LABEL FOOD BRANDS: FEDERAL AGRICULTURAL
MARKETING AUTHORITY (FAMA)**

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JULY 2017

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report.

I would like to thank my beloved family for their never ending support for me throughout the completion of this study either in moral support or money. Always believe in my ability to complete this study and give trust to me.

Academic advisor, Madam Jaslin Binti Md Dahlan, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Mr Rahim Bin Md Diah my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Mr Hamdan Bin Sihes, Mr Hussaini Bin Ismail, Mr Aznul Izzham Bin Adnan, Mr Muhammad Aziq Bin Amin, Mr Rosmaywan Bin Basar and Mrs Salina Binti Ramli for sharing his knowledge and experiences with me during the practical training.

My beloved lecturers, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper. Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

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ABSTRACT

In the large context, agricultural activities are good not only as food security, but also helps to increase rural incomes through agricultural entrepreneurs and thus reduces income gap in the country. The packaging for agriculture products also very important because it will determine the quality of the product and protect the products from a barrier to oxygen, water vapor and temperature. The purpose of this study is to identify the importance of packaging design for own label food brands at FAMA Tangkak. The problem statement for this study is about the packaging for agricultural product especially for durian produce. They using a simple plastic that easy to tear and there is no label information. So that the quality for the product cannot maintain and the taste will change. The method for the research paper uses qualitative study. To conduct the qualitative study, interview session were conducted. The usage of qualitative is to explore the importance of packaging for agriculture product especially product durian and to understand the characteristic of effective packaging for durian produce. The findings showed that the characteristic of food packaging play a role for the food produce and the quality of the products. For the packaging for durian paste, they using a plastic nylon and there have a specific thickness for the plastic. From the research, we can see that the packaging are very important because packaging is the technology of enclosing or protecting the products for distribution, storage, sales and use. Packaging also can be describe as a coordinated system of preparing goods for transports, warehousing, logistics, sales and end users.



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1.1 Background of Study

Food packaging has evolved from simply a container to hold food to something today that can play an active role in food quality. Many packages are still simply containers, but they have properties that have been developed to protect the food. Active packaging, or that which plays an active role in food quality, includes some microwave packaging as well as packaging that has absorbers built in to remove oxygen from the atmosphere surrounding the product or to provide antimicrobials to the surface of the food (Risch, 2009).

An effective packaging has enabled many foods available all year-round, that otherwise could not be preserved. It is interesting to note that some packages have actually allowed the creation of new categories in the supermarket. Examples include microwave popcorn and fresh-cut produce, which owe their existence to the unique packaging that has been developed.

In this study, the researcher tries to find out what are the importance of packaging for agriculture produce and what are the suitable packaging that can be used for the product that can protect the food quality. A good packaging will help the manufacturer to be more efficient in term of goods handling or distribution, in other words lots of Ringgit could be save with a good packaging. In the era of technology and information, certain organizations are more aware and concern about our nature and environment.