

BUSINESS AND MARKETING
RESEARCH

A STUDY ON HOW TO INCREASE
THE SALES OF BAMBOO BASED
PRODUCTS MANUFACTURED
BY
SYARIKAT MAJUTANI(KEDA)
SDN.BHD.

THE SCHOOL OF BUSINESS AND
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BRIEF HISTORY OF SYARIKAT MAJUJATI (KEDA) SBN. BERHAD

Kedah Regional Development Authority (KEDA) was formed on the 26th. of march 1981 through an Act of Parliament NO; 249. It was formed with the main aim to raise the standard of living of the people staying in the rural areas specifically outside the MUDA area.

The responsibilities of KEDA covers the scop^s as mentioned below;

1. To change the structure of economy in the rural areas from that of traditional concept to commercial and industrial using local resources as sources of production.
2. To improve the rural enviromental situations by increasing the basic infrastructures and other facilities
3. To mobilise the rural society into a more solid movement and to encourage them to participate in the rural development programmes

KEDA had develope several strat^regies to achieve its goal, one of which is the industrial development programmes.

The approach use in the programmes is to the using of local resources that are found in abundance in the area in production of goods.

KEDA had spotted great potential in bamboo and rattan to be used as raw material in making furnitures and other