

**FACULTY OF INFORMATION TECHNOLOGY  
UNIVERSITI UTARA MALASYIA**

**A DESIGN CUSTOMER RELATIONSHIP MANAGEMENT (CRM)  
AT PERLIS FAMA FARM COLLECTION CENTER**

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## **Abstract**

Farmers in Perlis are facing some of problems in marketing because they do not have information to market their vegetables and fruits. Thus, they produce vegetables and fruits not according to marketing needs but according to the season. This study tries to guide them to produce products according to marketing needs through the web based that they can interact with it all the day within all the week.

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## CHAPTER ONE

### INTRUDUCTION

#### 1.0 INTRODUCTION

FAMA is an acronym of Federal Agricultural Marketing Authority (FAMA). It was established as a statutory body on 30th September 1965 to supervise, coordinate, regulate and improve the marketing of agricultural produce in Malaysia. It was established under the act of *Akta Parlimen 49, 1965* and *Akta Parlimen 141 (Pindaan) 1974*. FAMA is put under the responsibility of Ministry Of Agriculture and Agro-Based Industry. Their main objective is to develop an efficient and effective food and agricultural marketing chain to increase customer value. FAMA is located all over Malaysia. The farming products under the responsibility of FAMA include horticulture products (not including pineapple, rubber, oil-palm and *padi*). At the moment FAMA is focusing on fruits, vegetable, chicken egg, coconuts and breeding of '*ikan air tawar*'.

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