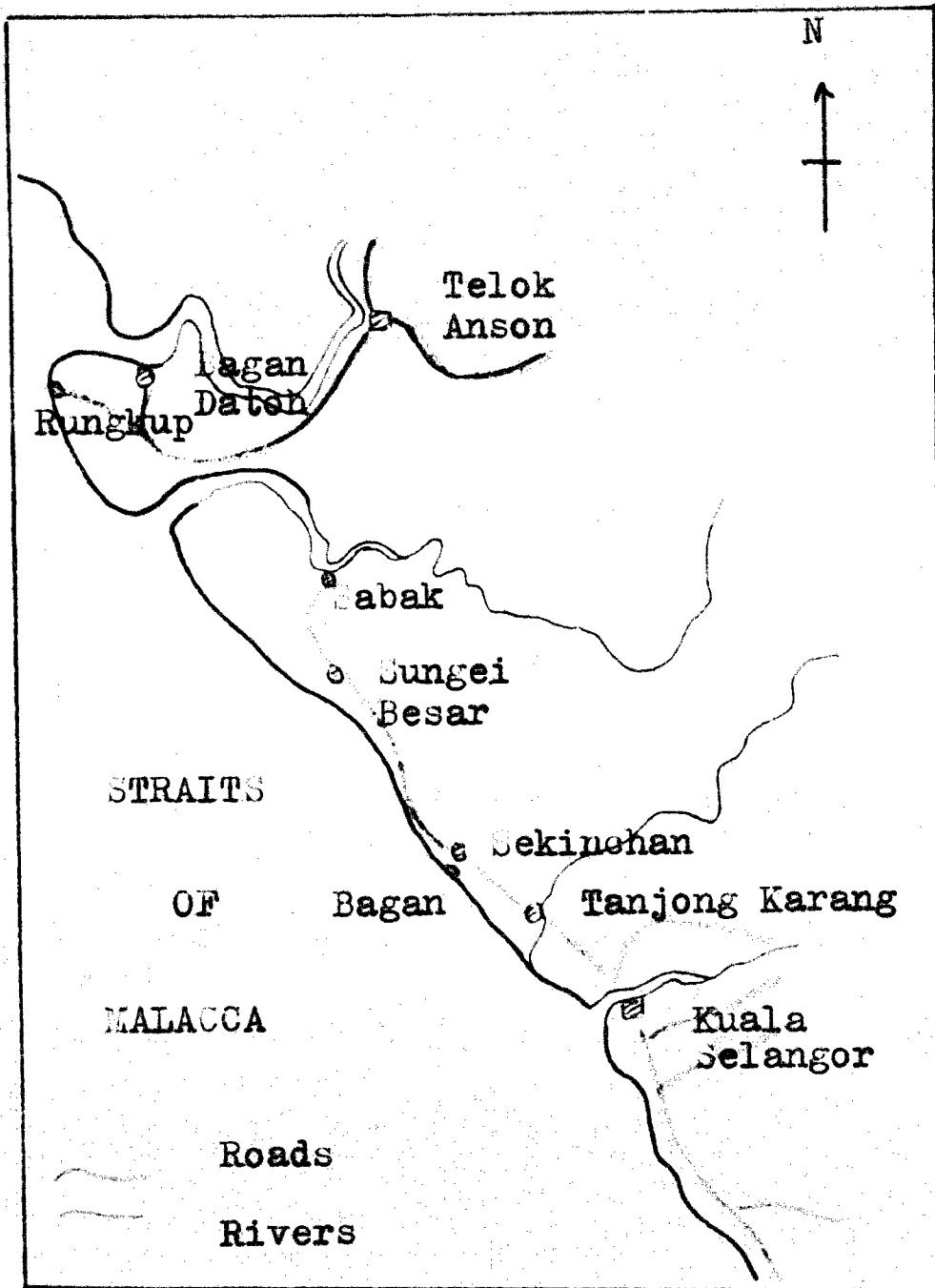
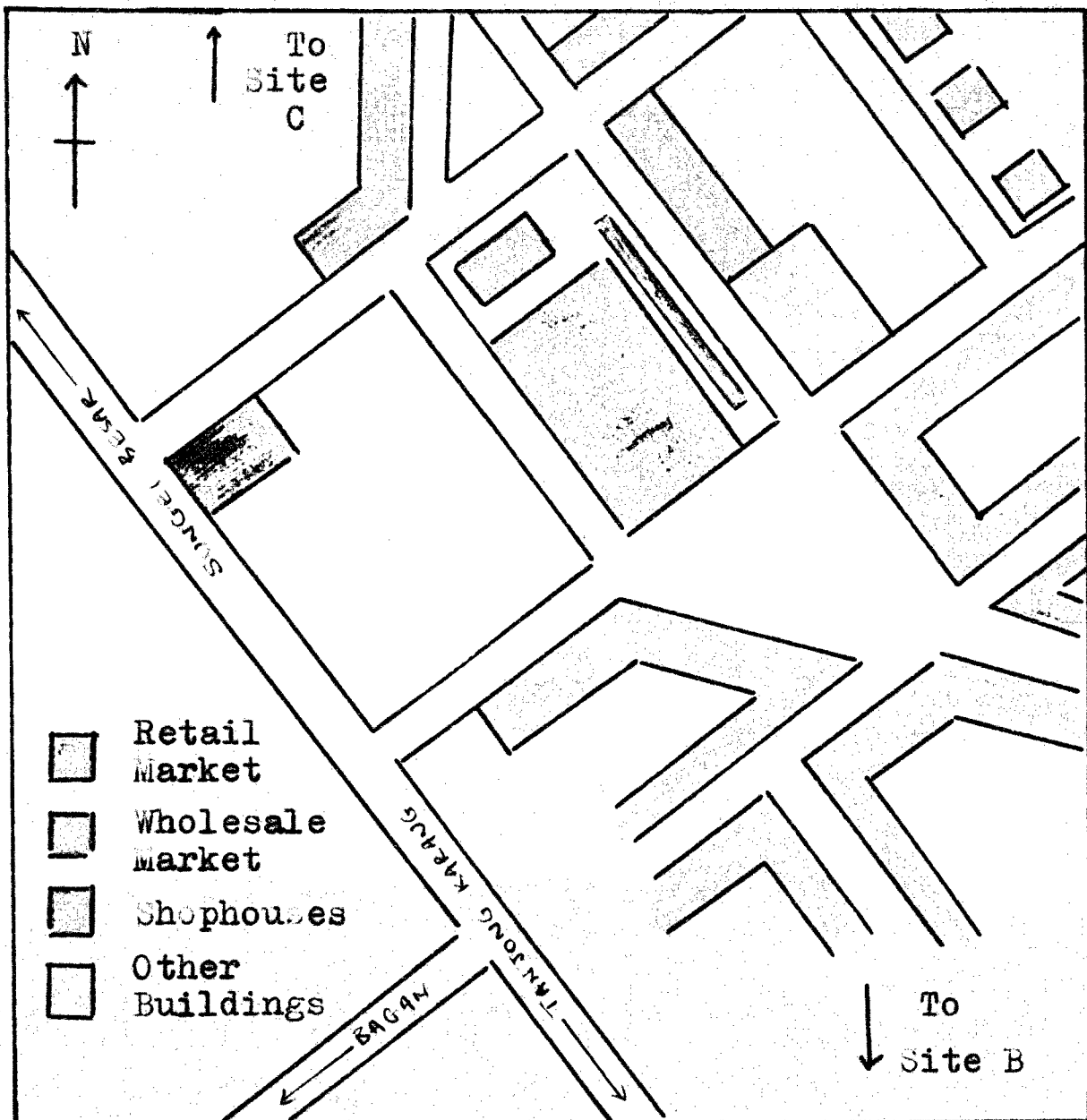


MAP SHOWING THE LOCATION OF SEKINCHAN
IN RELATION TO SURROUNDING AREAS.



SIMPLIFIED MAP OF SEKINCHAN TOWN SHOWING
THE LOCATION OF PRIMARY MARKETS.



Map not to scale

TANJONG KARANG SURVEY - PHASE V

A SURVEY OF THE PRIMARY MARKET OF SEKINCHAN

by

MOHD. NUSLI HAJI HUSSEIN

**A Graduation Exercise presented to
the University of Malaya in
part fulfilment towards the
Degree of Bachelor of Arts
with Honours in Economics**

SYNOPSIS

A SURVEY OF THE PRIMARY MARKET OF SEKINGHAI

(An outline summary)

The Primary Market of Sekinghai is made up of two institutional structures: the retail market and the wholesale market. The former handles most of the necessary items usually found in a public market; the latter specialises in the poultry business only.

This graduation exercise attempts to study the structural composition of both the markets and the nature of marketing conducted. For this exercise much of the information was collected through interviews and on personal observations.

Each product is discussed individually and systematically in the following order: vegetables, fruits, fish, beef, pork and poultry. For the first three products mentioned, the discussions are separated into those which are locally produced and those which are imported, with the purpose of observing any differences which might arise. The other products are discussed individually, each as a unit.

One chapter is devoted to each product. All possible aspects of marketing, financing, transportation, sales and purchases are dealt with. Wherever possible statistical data are provided.

Apart from these analysis, factual informative descriptions are also given on the physical layout and administration of both markets.

Further supplementary information are given in the appendices, including a Glossary of product names, bye-laws for the establishment of a public market and maps and diagrams relevant to the topic under discussion.

PREFACE

In recent years Kuala Selangor has earned the reputation of being one of Malaya's successful districts in agricultural development. In particular the two areas of Tanjong Karang and Sekinchan have emerged as the pioneer laboratory of Malayan agriculture. The further successes of these areas in the future will have a considerable influence on the trends of agriculture in this country.

Malaya being essentially an agricultural country puts great emphasis on these remarkable developments, especially on the aspects of production and marketing of primary products. Marketing represents a complicated framework within which the intricate web of production and consumption revolves. It is to be hoped that this exercise will throw much light on the workings of the primary marketing machinery in Sekinchan.

The nature of the survey

This survey of the primary market of Sekinchan was conducted by the writer and a colleague for a period of about two weeks (11th - 25th April 1966) during which part-time interviews were held among the market stall-holders. The purpose of the survey was to study the workings of the market - its administration, finances, marketing problems and all other factors related to the topic. The study of the marketing of padi will not be made for the product is not handled in the market. And furthermore the study of the cooperative marketing of padi is the responsibility of other colleagues of mine.

Problems and limitations

In the course of the survey and interviews the response from the stall-holders was encouraging. Yet such cooperation could only be fully utilised if the respondents were in a position to provide us the relevant information. This unfortunately is not so. They do not keep any figures pertaining to their business. Thus whatever data are tabulated are the nearest estimates to logical thinking concluded from their statements. It is to be hoped that such tabulated information will be treated with a broader perspective.

Mode of presentation

The "Primary Market" of Bekinchan comprises of two institutional structures: the retail market and the wholesale market. The former has all the qualifications necessary for it to be considered so; the latter is so regarded for purposes of discussion, for actually it does not possess any features of one.

The exercise will be presented in three parts (though not explicitly stated). In part one the basic structures of the retail market and marketing operations will be discussed.

The structural composition of the wholesale market, administration and marketing aspects will be discussed in part two.

Finally in part three the discussions will be concluded, with additional information on Glossary of product names and Markets Ordinance in the Appendices.

ACKNOWLEDGMENTS

My sincere gratitude go to all those concerned who have helped in the course of the survey. The Secretary to the Bekinchau Local Council, Mr. Teh; the Council clerks, Enche Salim and Enche Kong Sim; the officer in charge of the local Drainage and Irrigation Department in Bekinchau, Mr. Ng; the D.I.D. Supervisor in Tanjong Karang, Enche Omar Baki; and the Agricultural Assistant in Tanjong Karang, Raja Shaharuzzaman Hussein - all have rendered such help and valuable advice which are deeply appreciated.

To Dr. Agarwal, the Head of the Division of Rural Development, Faculty of Economics and Administration, much is owed for the advice, guidance and clarifications which were badly required and obtained.

To Usir, my commendations for his critical approach.

All praise be to God for giving me the strength to continue, without which this exercise might not have been written.

University of Malaya

Mohd. Husli Haji Hussein

July 1966.