

purchasing decision today. In order to target kids, the price must be affordable by them, and therefore cost leadership strategies is an important strategies too.

The step the firm need to do is to build a solid foundation of the existing market, the target age, gender differences, major and underlying drivers, catch them young for brand loyalty. Ensure product is attractive and have variety. The strategy taken should also take into consideration of the parents. Make the parents feel good, kids love it and it is not messy to consume and affordable.

In snacking categories, distribution is very important as it is related to impulse purchase, the product need to be near and available to its customers.

8.0 CONCLUSION

The food industry in Malaysia should no longer look at its domestic market as the only channel of growth. There are abundance of opportunities especially with the popularization of ethnic foods and halal demands in the international market. These are segments that Malaysia manufacturers are familiar perhaps much more than others in the developed nations are. There are already greater fusions between the West and the East cooking, the future of the food trends may be one of global taste. Food Manufacturers need to study the trends and invest in product development to keep up with the competitive advantage.

The potential of the foodservice is also an interesting prospect. We usually refer to end use consumers when we talk about food companies' customers. This is another area of opportunity that firms can build their strengths. They can aim to become a preferred foodservice supplier to capture the growing market in the foodservice.

Further followed up studies from this exploratory research may be conducted on the actual strategies that food companies in Malaysia are taking in anticipation of bigger competition with AFTA and the opening up of the market. The differences between strategies taken by SMI and MNC in Malaysia especially those in the areas of the identified opportunities may further be studied.