

9 Conclusion

Despite the lower volume trend resulting from the overall market decline, RJRM was able to maintain a stable corporate share-of-market to remain the strong number 2 cigarette company in Malaysia, with steady performances from leading brands, Salem, Winston, More and Camel.

The year 2000 issue has been designated a top priority by the executive management of RJR Berhad and its holding company. In January 1997, a formal project was funded and internal team of multi-disciplined professionals was established to meet this challenge. RJRM has developed a plan and begun the necessary activities to implement strategies changes, which will allow them to correctly process date fields associated with the new millennium. RJRM plan addresses both of computer hardware and software as well as other technology assets, such as the plant facilities and machinery to achieve competitive advantage.