

e) *Shank color was no: 6 compared to no: 4 competitor's feed*

Cargill delivered some of the forms he required and also worked with the farmer to understand other measurement of value. This caused him to give Cargill approximately 50% of his business”.

The example given above illustrates the significant of the study. The advantage is enormous, more than just merely a marketing strategy, value leadership is about growing revenues, capturing spectacular shares of the targeted customers' businesses and then retaining and growing business jointly with those chosen customers. According to Bassy, the vice chairman of the Cargill's Board President of Food Sector, value leadership is a great tool because it serves our customer better than our toughest competitor, it helps our customer to be more competitive and it provides better gross margins for Cargill and stimulates growth.

3.0 Scope of Study

This study is carried out and is limited to one of the Cargill worldwide subsidiaries located in Port Klang Malaysia only. The name of the company is Cargill Specialty Oil and Fats (M) Sdn. Bhd or will be pronounced as Cargill Oilseed Malaysia throughout the study and only primary activities of the organization will be discussed.

4.0 Research Methodology

Personal observations and involvement in daily logistic meeting. Active participation in the day to day operation of the business. Meeting with the key personnel of the organization through focus group discussion and experience survey. Secondary data analysis will be carried out whenever necessary for the subject related to value creation and value leadership. Analytical techniques such as value chain analysis and will be utilized.