

ABSTRACT

Since established in 1959, DUMEX (Malaysia) Sdn. Bhd. is the market leader in infant formula business in Malaysia. Stricter Code of Ethics for Infant Formula Products and increasing market competitiveness however, have awoken the need to examine appropriate marketing strategies in order to remain as number one in the infant formula segment. Marketing strategies proposed for infant formula industry in this study are predominantly based on capabilities of DUMEX (Malaysia) Sdn. Bhd.

DUMEX Nutrition Services Team plays an important role in creating infant formulas awareness among health care professionals. Dilemma of high staff turnover generated a need to determine correlation between infant formula market shares growth rate with Nutrition Services Team's perception on DUMEX management approaches.

DUMEX abilities to stay as number one for more than forty years in infant formula business are due primarily to its clear product positioning, humane people policies and top management's direction and support. Besides taking these factors into considerations, infant formula industry should strive to improve its product line extension and formulations. On the other hand, supporting factors such as pricing, promotion and distribution strategies should not be ignored. It was also concluded in this study that there is no direct correlation between market shares growth rate of infant formula with Nutrition Team's perception on DUMEX management approaches.