

6.0 STUDY LIMITATIONS

This study evaluated the infant formula market situation in Malaysia only without taken into consideration market development in other Asian countries. The aspect of market development in Asian countries is important, as product positioning, formulations and marketing strategies are almost similar as in Malaysia. Therefore, the possibilities of market penetration of new product formulations, branding etc. into Malaysia are higher. To illustrate, within two years after the introduction of nucleotides, an innovative new nutrient in infant formulas in Singapore, this nutrient was gazetted under Malaysia Food Regulations 1985 recently.

This study was lacking in comparative data between Nutrition Services Teams in DUMEX and other milk companies in Malaysia. Time needed in getting sufficient respondents from major milk companies in order to generate credible results is the main deterrent in conducting such survey.

Even though DUMEX Nutrition Services Team's perceptions on company overall management were successfully obtained in this study, the survey conducted did not seek further clarifications on reasons of dissatisfaction, if any, among them. One-to-one informal conversation with three DUMEX Nutrition Advisors, produced generic answers such as, "Other companies provide overseas incentive trips" and "Well, I think it's OK". Further probing was not suitable as this move may be seen as a management's formal discussion.

In spite of the above-mentioned limitations, this study is significant in providing a pioneer overview on infant formula industry in Malaysia. Further follow-up studies should be conducted to draw a complete analysis of infant formula industry in Asian countries.