

PERPUSTAKAAN UNIVERSITI MALAYA

**The Malaysian Natural Rubber Inner Tube Industry :  
A Case Study of Torita Rubber Works Sendirian Berhad.**

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## **ABSTRACT**

Torita started its operation in 1982 to tap the niche market of inner tubes. Since then, Torita has gone through several stages of inner tubes Product Life Cycle(PLC). Torita also has gone through various structural changes in response to the global economy in general and to national policy in particular. As such, Torita business performance is interrelated significantly with its production of inner tubes PLC. In the introductory stage, the firm incurred losses due to low production. In the growth stage, Torita experienced normal profits. In the maturity stage, Torita's performance was inconsistent with the Product Life Cycle, whereby the firm was experiencing profits and losses. Other than the above factors, the natural rubber prices, its management and company productivity was also important in the Torita's business performance. At the decline stage, Torita's performance was also interdependent to the Product Life Cycle, the natural rubber prices, its management and productivity.

In order for Torita to be a competitive and leading manufacturer in the Malaysian rubber products industry, it needs to adopt various combination of strategies including manufacturing of high value-added rubber products. It is also suggested that Torita should exploit R&D excellence which should be incorporated in superior quality of products and successful branding strategy. Thus it will provide a platform for Torita to become one of market leaders in the country.