

STRATEGIES TO MARKET
MALAYSIAN PALM OIL OVERSEAS

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ABSTRACT

Malaysia is the world's largest producer and exporter of palm oil. With the growing volume of production of palm oil and other vegetable oils and fats throughout the world, competition for these oils including palm oil has intensified and will become more intense in the future. With the more competitive environment, Malaysia's palm oil industrial players has to put up a number of good strategies in order to maintain its position as the world's number one exporter and sustain its market share in the world's oils and fats trade. This increased competitiveness has triggered much concern and attention ought to be given towards maintaining the industry's long term competitiveness. This project paper is meant to address the issue. The study will discuss the problems faced by the industry in detail. Thereafter, it will attempt to analyse the position of the industry and suggest suitable strategies for adoption.

This project paper will be written in 6 chapters.

- Chapter 1 : Objectives, scope and methodology
- Chapter 2 : Literature review
- Chapter 3 : The Malaysian Palm Oil Industry Background
- Chapter 4 : Problems and issues facing Malaysian palm oil industry in the marketing of palm oil overseas.
- Chapter 5 : Strategic analysis of the Malaysian palm oil industry
- Chapter 6 : Proposed strategies for Malaysian Palm oil Industry

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