

QUESTIONNAIRE
PROJECT : MARKETING STRATEGIES FOR MALAYSIAN PALM
OIL IN MEXICO

1. INTERVIEWEE'S PARTICULARS

1. Name : _____ 2. Organisation : _____
3. Position : _____

2. MEXICO'S OILS AND FATS PRODUCTION

1. What are the major oils and fats produced by Mexico ?

Answer :

2. Where do they obtain the raw materials to produce the oils and fats?

Answer :

3. MEXICO OILS AND FATS TRADE

1. What are the oils and fats imported by Mexico ?

Answer :

2. Where are their main source of imports and why are these countries chosen as Mexico's main source of oils and fats supply?

Answer : _____

3. In what form is the oils and fats usually imported e.g. bulk, drum, pack?

Answer :

4. What are the major barriers that limit palm oil and other oils and fats import into Mexico ?

Answer : _____

4. Handling & Distribution issues

1. Are there any storage tanks near the ports for discharging oils and fats ?

Answer : _____

2. How is the oil transported from ports to factories e.g. by rail, road tankers, by barges, etc?

Answer : _____

LIST OF PEOPLE INTERVIEWED

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5. Mr. Mohamad Idris Ismail
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6. Mr. Hazmat Khan
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9. Ms. Patricia Quek
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