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:

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

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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:

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

Answer:

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LIST OF PEOPLE INTERVIEWED

1. Puan Nor Aini Sudin  
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7. Dr. Ahmad Ibrahim  
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8. Mr. Yeoh Chee Ghee  
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9. Ms. Patricia Quek  
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