

Roundtable: “Strategies & Tools for Enhancing Global Market Access of Malaysian Palm Oil in 2015”



12 Feb 2015

**@ Reach & Remind Friends of the Industry
Seminar, MPOC**

S T E E P L E

- ✓ Social
- ✓ Technological
- ✓ Economic
- ✓ Environmental
- ✓ Political
- ✓ Legal
- ✓ Ethics

Internal Factors

S W O T

- ✓ Strengths
- ✓ Weaknesses
- ✓ Opportunities
- ✓ Threats

**Who Sells What to
Whom - Where, When,
Why, How & How Much?**

From Right Seller to Right Buyer

**for Right Quality
& Right Quantity**

**at Right Time, Right Place,
& Right Price**