

Marketing plan for kuala lumpur kepong berhad

[Business](#), [Marketing](#)



A 5 years marketing plan has been proposed for Kuala Lumpur Kepong Berhad (“ KLK”) to focus in palm oil and rubber sector. The objective of the marketing plan is aimed to achieve 100% growth in revenue which impacted by the aftermath of the 2008 global financial meltdown. Global and national view of the industry for palm oil and rubber in 2012 has been presented in industry outlook. Follow by company background to explain on the establishment of KLK and management team of KLK.

External environment analysis has been conducted which consists of micro environment of KLK i. financial, R & D, operation, supplier, marketing intermediaries, competitors, public and customers; macro environment i. e demographic, economic, natural, technological, politic & social and the cultural. After understand the macro and micro environment, BCG matrix has been used to determine priority of the business segment. Porter’s Fives Forces Analysis has defined competitive edge of KLK amongst others sizeable players in the industry. SWOT analysis has further explored on Strengths, Weakness, Opportunities and Threats of KLK.

The above analysis has provided an idea of the competency of KLK, hence marketing plan proposed is in line with its future prospect and achievable in 5 years down the road. Marketing strategy developed has initiated with segmentation, targeting and positioning of KLK. It has then followed by marketing mix and 4Ps (Product, Price, Place and Promotion). It has also explored in ways to strengthen the competitive position and satisfy. The marketing plan chartered out had substantiated with financial forecast, action plan and implementation plan.