

# Strength and weaknesses of dutch lady malaysia



**ASSIGN  
BUSTER**

Welcome to Dutch Lady Malaysia's website.

Whether you are a consumer, customer, prospective employee or just browsing, we hope you will find this site easy to navigate, informative and relevant to your needs.

As the market leader in the dairy category, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) has a rich heritage of more than 130 years of dairy experiences, a legacy we enjoy from being part of one of the largest multinational dairy cooperatives in the world called Royal FrieslandCampina.

We have a mission of “ Helping Malaysians move forward in life with trusted dairy nutrition”.

We were the first in the world to introduce the growing up milk formula range in 1988 and until today, the range is marketed as Dutch Lady 123, Dutch Lady 456 and Dutch Lady 6+. We are also the pioneers in liquid based milk for children through the introduction of Dutch Lady Kid & Dutch Lady School in 2010. More information on our products can be found in here.

In line with the company's efforts to promote trusted dairy nutrition via healthy lifestyles among Malaysians, in 2011, we made a pledge to help reduce sugar consumption. This we did by improving our products recipes in stages with less sugar. I am proud to say that we have on average reduced sugar consumption by 65% instead of the targeted 40%.

At Dutch Lady Malaysia, we truly believe that the tremendous amount of nutrients and the benefits of milk is undeniable and should be made part of our daily consumption. Hence, the company's constant message in

spreading the goodness of milk, which is continued this year with our “ 2-a-day” campaign that encourages Malaysians to drink 2 servings of milk a day.

Being part of Royal FrieslandCampina means we also benefit from the support from our parent Company. With about 22, 000 employees in 100 offices globally, the group enables Dutch Lady Malaysia to enjoy global procurement

services while its 400 scientists at the Research and Development unit help ensure the quality of our products and practices.

Dutch Lady Malaysia’s commitment to adhering to leading industry standards has also contributed to our Success Stories we have successfully maintained distinctive certifications such as ISO 9001, ISO 14001, OHSAS 18001 (Occupational Health and Safety Assessment Series), and HACCP (Hazard Analysis Critical Control Point) system to cover all its production plants.

All these are coupled with innovative marketing and the combination has contributed to our sterling record as the preferred brand in milk products, winning the Readers’ Digest Super Brand Gold award for 11 consecutive years since 1999, and recognised as among the top 30 of Malaysia’s Most Valuable Brands over the years.

At Dutch Lady Malaysia, our biggest assets are its employees. We have and will continuously invest heavily in employee development and engagement via many initiatives to ensure the growth of both our business and each staff. Please see our Careers section.

On the CSR and community front, we aim to lead in providing quality healthy dairy nutrition, ensuring sustainability, giving back to the society and ultimately be the number one employer in dairy.

Thank you for visiting our website and I hope you have an enjoyable experience.

Rahul

Colaco,

Managing Director

### **International Corporate Structure**

The ultimate holding company of Dutch Lady Milk Industries Berhad is Royal FrieslandCampina, a company incorporated in the Netherlands. Royal FrieslandCampina is a multinational cooperative company that profitably develops, produces and sells a wide range of branded dairy products and fruit-based drinks for consumers, professional users and food producers.

As Royal FrieslandCampina, we reached millions of people in more than 100 countries around the world, with our milk products, cheese, butter and ingredients. We are fascinated by the power and potential of milk. We aim to help people to move forward by getting more out of milk. We have more than 130 years of commitment to sustainable dairy. As a co-operative, we are a team and can depend on one another.

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Milk is one of nature's richest life-giving resource and full of possibilities, yet so much of its potential remains to be discovered. We firmly believe that there is much more to discover about milk itself and the value we can create from milk. We are passionate about unlocking that power and getting more

out of milk. In doing so, we intend to become the world's most professional, successful and attractive global dairy company.

We aim to help people to move forward by getting more out of milk. Across the world, more people are turning to milk and dairy products. Every day we enrich the lives of millions of people by transforming milk into high quality foods, drinks and ingredients that offer nature based nutrition and great taste, in many cases contributing to health and vitality. Read also which helps enable an oligopoly to form within a market?

We have more than 130 years of commitment to sustainable dairy. Our 17,000 member farmers and 22,000 employees demonstrate their expertise at every step of the dairy chain. We strive for ever higher levels of excellence, displaying innovation, leadership and entrepreneurship in all that we do. We serve our customers and consumers well to provide good financial returns for our owners, the farmers. At the same time we maintain a balance between nature, people and our business.

As a co-operative, we are a team and can depend on one another. Our people work in a spirit of togetherness and partner willingly with others. We are a global company with a strong local focus, working closely with the people and communities where we operate. We create value for our member farmers, and take ownership of our actions, building a culture of trust, integrity and inspiration.