



INDUSTRY EXCELLENCE AWARDS 2010

Staff key to MM Vita oils' success

By R.S. Kamini

GOING the extra mile and holding on to a winning attitude are the secrets behind the success of MM Vita oils Sdn Bhd.

The leading edible oil manufacturer added another feather to its cap last week when it bagged the coveted Brand Excellence Award (Merchandise) under the Industry Excellence Awards 2010, organised by the Ministry of International Trade and Industry.

The award recognises MM Vita oils' effort to establish its house brand "Serimas".

Sharing the company's winning formula, founder and managing director Mazlan Muhammad says it places importance on manufacturing products based on consumer needs and profiles.

"Our design, packaging and product lifespan are among the factors that make our oil products unique and a big hit in the market."

MM Vita oils has a strong presence in 81 countries as 95 per cent of its products, including vegetable shortening, cooking oil, vegetable ghee and margarine, are exported.

"We penetrate niche markets and we do research on what sort of packaging they need. For foreign markets, we do not follow the local standard oil packaging of 1kg, 5kg or 10kg.

"For example, consumers in Africa can only afford 250g packaging as they live on daily wages," he says, adding that Africa is one of its leading export markets.

MM Vita oils has a portfolio of 24 home-grown brands, including Palmas, Qualitaste, MM Vita oils, Marveloso, Golden Treat, Al Amin and others.

The brands have been trademarked in 65 countries.

The company is also the biggest supplier of palm oil to Uzbekistan.

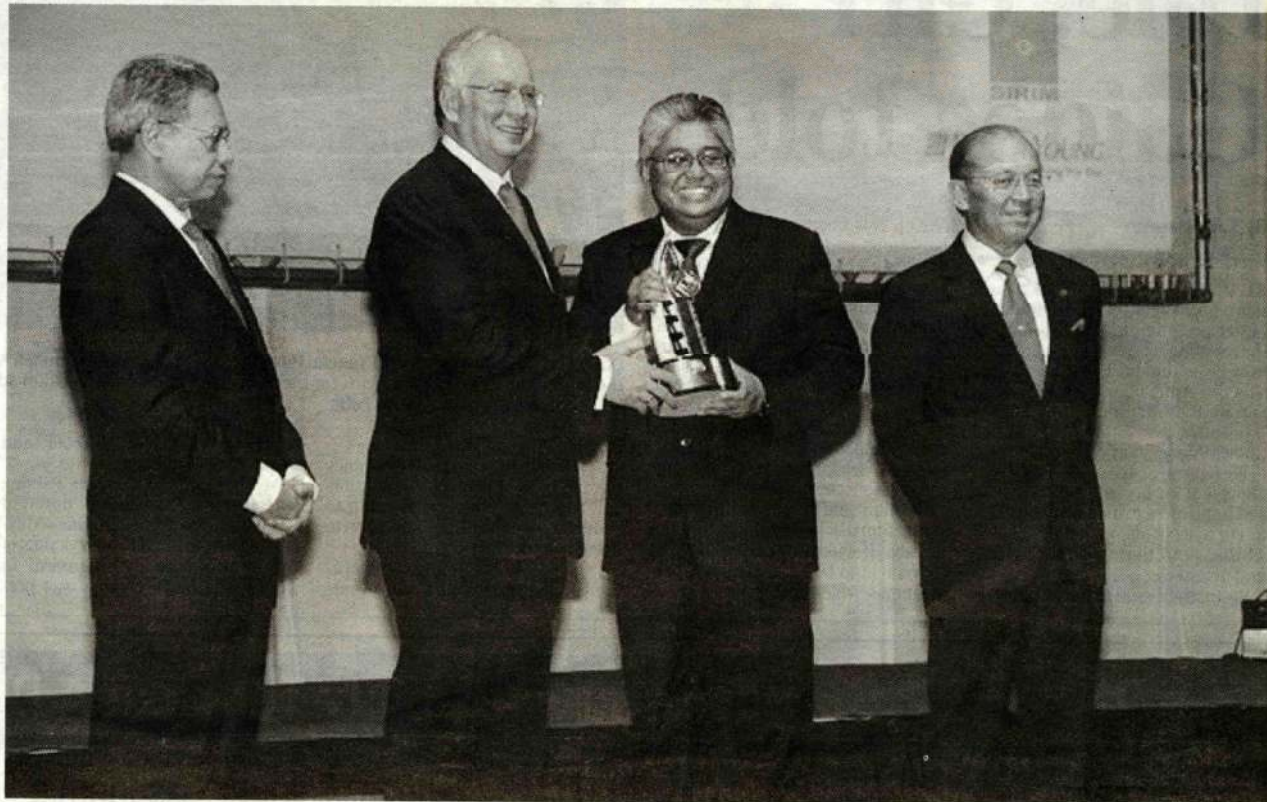
"Last year, we penetrated Brazil, Chile, Uruguay and Egypt. We were quite surprised with the achievement in Brazil, considering that the country is a big soya producer.

"Our oil product became an instant hit as the olein does not produce any smell. One can deep fry the food and still enjoy its aroma and original taste," says Mazlan.

Sound marketing strategies have also given the company an edge over its competitors.

Mazlan says MM Vita oils does not focus much on traditional markets such as India or China, so it is able to trim its overhead cost.

"It enables us to price our products



MM Vita oils Sdn Bhd managing director Mazlan Muhammad (second from right) receiving the Brand Excellence Award from Prime Minister Datuk Seri Najib Razak at the Miti Industry Excellence Awards 2010. With them are International Trade and Industry Minister Datuk Seri Mustapa Mohamed (left) and Industry Excellence Awards 2010 chairman Tan Sri Azman Hashim.

competitively."

Realising the importance of exposure and networking, the company makes an effort to participate in overseas trade exhibitions.

A visionary, Mazlan has acquired machinery that can fulfil any packaging need since the company started business in 1999.

MM Vita oils has a modern plant in Malaysia with a total monthly combined capacity of 10,000 tonnes.

"We are looking at establishing specialty plants and more refineries in the near future."

Besides a reliable and complete infrastructure that enables the company to produce quality products which are trans fatty and acid free, Mazlan says its research and devel-

opment team is continuously striving to improve working processes.

MM Vita oils is projecting that the whole process of production will be fully automated by 2013.

As part of its corporate social responsibility, the company collaborates with Universiti Malaya and the Department of Environment in adopting green revolutionary manufacturing practices.

"We spent RM300,000 to incorporate a waste water management system where we ensure that recycled water is used to clean the plant."

On the award, Mazlan said the company is honoured that its efforts are appreciated and recognised.

"I am proud of the achievement, which came our way because of the dedication and commitment shown by employees. In other words, this success belongs to MM Vita oils' family."



MM Vita oils managing director Mazlan Muhammad (centre) with his winning team.



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