

WORLD LEADER IN DOWNSTREAM PALM OIL INDUSTRY: MM VITAOILS SDN BHD

MM VitaOils is a world leader in downstream palm oil industry with full range of packaging. Founded in 1999, MM VitaOils has penetrated 58 countries world-wide with its quality edible oil products. MM VitaOils is the Master Brand with brand portfolios that are associated with high quality, palm oil-based products which promote and enhance a fitter and healthier lifestyle such as cooking oil, ghee, shortening, margarine and pastry margarine.

MM VitaOils currently produces and exports 24 brands of quality edible oil products, with trademark registration in Malaysia, South Korea, China, India, Europe, USA, Uzbekistan and Japan, securing niche markets. The export market constitutes over 99% of total revenue with the Europe market comprising 35% of total sales. MM VitaOils is the biggest supplier in the Uzbekistan palm oil market.

Today, MM VitaOils has the most modern plant in Malaysia with a total monthly combined capacity of 12,000 metric tonnes per month with the advantages of packing products in different packaging materials for its core business activities in manufactured oil products, salad oils, etc., working in collaboration with the Malaysian Palm Oil Board (MPOB).



MMV Corporate Office in Shah Alam

The Company Philosophy – "By Our Heart, To Your Heart" simply encapsulates the Brand's honest desire to provide only the best for its customers, with emphasis on our commitment to Quality, Health and Credibility. This is further evidenced through the accreditations that MM VitaOils received on Quality System such as ISO 9001:2000, Hazard Analysis and Critical Control Point (HACCP) and Good Manufacturing Practice (GMP). MM VitaOils is aiming to achieve ISO 22000:2005 by first quarter 2008.

Throughout the years, MM VitaOils has been recognized for a number of international and local awards. Among the awards received are:-

2007

1. The Brand Laureate Award - Serimas (The World Best Brand In The Asia Pacific 2006/2007 For Consumer Palm Oil Category)
2. MICCI Malaysian Entrepreneurs Branding Award (MMEBA) 2007 – Product Branding – SILVER AWARD
3. MICCI Malaysian Entrepreneurs Branding Award (MMEBA) 2007 – Certificate of Merit
4. Asia Pacific Entrepreneurship Awards 2007 – Outstanding Entrepreneur
5. Prime Minister Hibiscus Award 2006/2007
6. Enterprise 50 Award – organised by Small and Medium Industries Development (SMIDEC) and Deloitte Malaysia
7. National Award For Management Accounting (NAFMA) Award 2007 – Best Practice for SMEs

2006

1. Golden Award For Food and Beverages (Barcelona, Spain) by Trade Leader's Club
2. Finalist of The National Award for Management Accounting 2006 (NAFMA)
3. International Quality Crown Award London 2006 by Business Initiative Directions (BID) – Gold
4. MITI – Industry Excellence Award 2006 – Brand
5. Outstanding Achievement Award in PUNB Entrepreneur Scheme by Perbadanan Usahawan Nasional Berhad (PUNB)

2005

1. e-Entrepreneur Excellence Award Organized by 4th Asia Pacific/Malaysia e-Entrepreneur Awards
2. Golden Bull Awards 2005 – 3rd Malaysia's 100 Outstanding SME's
3. Finalist for Anugerah Industri Selangor 2005 by Selangor Investment Centre (SICC)
4. Awarded Superbrand Status – Organized by Superbrand Malaysia
5. Malaysian Business Ethics Excellent Award – Certificate Of Recognition
6. SMB Export Excellence Award – Certificate of Achievement SMB Recognition Awards Series 2005 by SMI Malaysia
7. MITI Industry Excellence Award – Certificate of Achievement for Export Excellence
8. Anugerah Khas – Galakan Kecemerlangan Pengurusan Kualiti Selangor State Investment Centre (SSIC)

2004

1. MITI Industry Excellence Award 2004 – Certificate Of Merit For Export Excellence
2. Export Excellence Award 2004 by Selangor State Investment Council (SSIC)
3. Special Award – Quality Management Excellence Award 2003 by Selangor State Investment Council (SSIC)
4. NPC Productivity Awards 2004

MM VitaOils' internal strengths can be summarized into Corporate Strengths, Marketing Strengths and Production Strengths:

CORPORATE

Experience – 8 yrs International Sales and palm oil industry
Certification – ISO 9001:2001, HACCP, GMP → ISO 22000:2005, HALAL certification by JAKIM & US FDA registration
Rating – A Rating from MARC since 2005-aiming for AA in 2008
Exemption – Sales & Custom Tax, Import Duty on packaging material
Pioneer Status – From 2003 to 2008; applying for extension for another 10 years
Technical Expertise – from MPOB & MPOC
Membership – MATRADE, PORAM, FMM, MEF, DPIM, DPMM, MIM

MARKETING

Trademark – 24 own Brands in Malaysia, US, Europe, South Korea, China, India, Japan, AIPO
Trans Fatty Acid Issue – non-hydrogenation; reduce risk of coronary heart disease
Unsaturated fats – help lower blood cholesterol level
Packaging – Contracts with packaging suppliers
Customer Requirements – Ability to meet customers' spec
Insurance – Trade credit insurance
Product Variety – Innovative and versatile product formulations
Market Penetration – 58 countries. 99% export turnover

PRODUCTION

Capacity – 12,000 MT per month (600 full container load)
Packaging – 13 filling lines to cater for all types of sizes from 10g to 20MT; types: sachet, tubs, PET bottles, tins, cartons, jerry can, drums, flexi tank
Exemption – Import Duty on machineries
Production Support – Good relationship with oil supplier and shipping companies

With the achievements in hand as well as the strengths within the organization, MM VitaOils is continuously seeking for viable opportunities for expansion. To cater for the local market, MM VitaOils has opened its MMV Kiosk at its factory site since end of 2006. The MMV Kiosk will be replicated to be built into good locations within Klang Valley to capture a bigger segment of the local market.

In 2008, MM VitaOils plans to invest upstream by owning a number of palm oil plantations locally and overseas together with mills and refineries. In the near future, MM VitaOils will be a flourishing and prosperous palm oil organization many would like to emulate. For more information, do visit www.mmvitaOils.com.my.



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Makers of quality edible oil products
www.mmvitaOils.com.my



Cooking Oil
Shortening

Margarine
Vegetable Ghee
Pastry Margarine

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