

Oranges	0805 10 100	- do -
Chocolate blocks, slabs or bars	1806 31 100	Nil
Uncooked pasta	1902.1	Nil
Frozen pizza	2106 90 990	Nil

Source: Practical Guide to Customs Duties Order, Amendments up to 8th March 1989, MDC Sdn Bhd

4.0 DISTRIBUTION

4.1 Major Supermarket Chains

The leading supermarket chain in Malaysia has about 30 outlets and trades under the name Parkson. It is part of the locally owned Lion Group of companies. Purchasing for the chain is the responsibility of Natvest Sdn Bhd, another Lion company.

For supply of imported foods Natvest relies on independent importers although it may specify the country of origin for particular products e.g Sunkist oranges.

Natvest buys some Canadian frozen foods but does not purchase Canadian fresh meat, fresh fruit and vegetables, or dry groceries.

The other supermarket chains are very much smaller with Singaporean controlled Cold Storage currently having five outlets and the Japanese groups Yaohan and Jusco having three and two outlets respectively. According to press reports, Cold Storage plans to open three more supermarkets in 1990 (Star, September 7th, 1989), while Jusco plans three more over the next three years and expects to operate eight to ten stores throughout Malaysia within five years. (Business Times, October 19th, 1989)

4.2 Major Importers

The biggest food importers into Malaysia are Pok Brothers, Cold Storage and Malayan Refrigerating (see Appendix A for contacts in each of these companies). Cold Storage has its own retail outlets but also supplies others in the trade. Pok Brothers and Malayan Refrigerating are importers and distributors only.

4.3 Distribution Chain

For the imported products covered in this study, by and large it is fair to say that the importers distribute direct to retail outlets (supermarkets and others) although wholesalers are some-