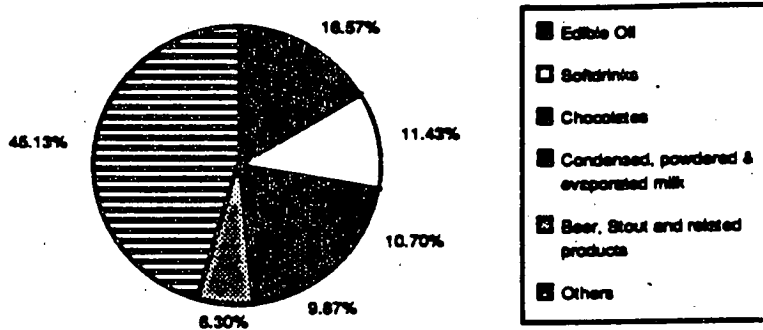


COMPETITOR ANALYSIS

KEY PARTICIPANTS IN THE FOOD INDUSTRY

There are about 300 local food and beverage producers with an output of up to S\$2.3 billion in 1987. Edible oil was the largest sector contributing S\$381 million. Other sectors which generated substantial outputs were softdrinks, chocolates, condensed, powdered and evaporated milk, and beer, stout and related products.

PRODUCTION OUTPUT OF LOCAL FOOD & BEVERAGE PRODUCERS (1987)



Of the total production of the local food and beverage industry, 48% was exported. The major export oriented products were edible oil, chocolates and other food products including marine products.

The major companies producing edible oil are Sime Darby Edible products, Inter-Continental Oil, Hwa Hong Edible Oil and Lam Soon. The key producers of softdrinks are Fraser and Neave, Yeo Hiap Seng, and Cold Storage. Malaysia Dairy Industries and Premier Milk are two of the top local manufacturers of condensed, powdered and evaporated milk. Malayan Breweries, producer of Tiger and Anchor beer, and Guinness, manufacturer of Guinness stout, are the major companies in the beer and stout sector.

The top country suppliers of imported products are Malaysia, China, Australia, US and Taiwan.

IMPORTS BY COUNTRY OF ORIGIN (1988)

