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Yee Lee Edible Oils Sdn Bhd in Packaged Food (Malaysia)

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Abstracts

Yee Lee Edible Oils Sdn Bhd strives to become the leader in delivering household products by offering consistent quality, affordable price, ongoing quality improvement and product innovation to meet consumers' needs. The company is also seeking opportunity following the removal of the edible oils subsidy in November 2016 by maximising the production quota with reasonable profit margins and investing in advertising and marketing from gained profit margins.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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