

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.

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Contents

Strategic Direction

Key Facts

Summary 1 Yee Lee Edible Oils Sdn Bhd: Key Facts

Competitive Positioning

Summary 2 Yee Lee Edible Oils Sdn Bhd: Competitive Position 2017

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