

Audience Profile, Malaysian Palm Oil Industry

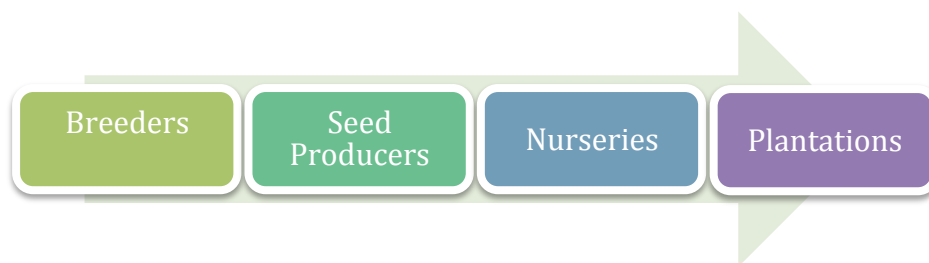
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Target Audience

Orion Biosains should target the breeders and the nurseries with the intent of using these two groups to convince seed producers to buy the product as well. The entire oil yield process can be looked at as a chain with each link relying on each other for future success.



Breeders

Breeders make up the first level of the palm oil production process. This group uses genetics to create healthier and higher yielding seeds. After the breeder is done creating the seeds, he sells them to the seed producers. Since the breeder is already using genetic testing in his field, he is more willing to try the SureSawIt™SHELLGel Kit than others who have a stronger aversion to genetics for religious purposes.

Nurseries

The nurseries are the main component in the oil production process. Nurseries buy seedlings from producers when the plants are young and nurseries periodically check the plants to verify oil yields. Since nursery owners are dependent on how much oil their plants can yield and since they are not insulted if told that their yield is not ideal, this segment is more willing to try the SureSawIt™SHELLGel Kit than the producers are.

True Target Segment

Seed Producers

Seed producers are one of the least trusting segments in the palm oil plantation process. The producers buy seeds from breeders and then begin the growing process before selling the plants to nurseries. Producers generally check plants for what they believe are high levels of oil yield. Seed producers are the least trusting individuals of the SureSawIt™SHELLGel Kit. Malaysians in general do not take criticism of their work well, and believe that it is a direct insult to the individual. Since the kit tests production yield is Orion may be perceived as doubting the integrity of the seed producers.

Orion Biosains should utilize the breeders, the nurseries, and the Malaysian sense of collectivism to gain the trust of, and later the business from, the seed producers.

Demographics

Ethnicity

Up until World War II Malaysia was under the control of the British Empire. Under British control, Malaysians predominantly worked in the rubber industry with migrant Chinese workers being brought in. During World War II, the Japanese took control of the nation and established some degree of Malay autonomy. The Japanese invasion, however, only lasted a few years with Britain regaining control towards the end of the war. Afterwards, Malaysia became increasingly independent culminating in its current state.

Throughout its history, Malaysia has experienced large amounts of ethnic strife, particularly with the substantial Chinese population. After years of having Chinese workers being brought in by the British, the Malay are unwilling to work with these immigrants. The ethnic Malay

government has tried several different plans to transfer power (particularly economic power) from the Chinese population's hands to the Malay. The nation's previous history may be a cause of the country's aversion to immigrant workers. Malaysia is a nation characterized by the eastern Asian cultures that its citizens come from. Half of the population identifies as native Malay, and almost two-thirds (2/3) identify as Muslim. (See table below for more information) This, along with other cultural tendencies and beliefs, has a significant impact on the way Malaysians conduct their lives and business. It is common in the culture to have a group-mentality in regards to most things, where the community leaders will have a significantly larger amount of power and clout than the rest of the community in issues that affect them all.

Ethnicity	Population Percentage (in %)
Malay	50.1
Chinese	22.6
Indigenous	11.8
Indian	6.7
Other	.7

Religion

While the Malaysian Constitution provides freedom for all religions, the country's population is predominantly **Muslim** (61.3% of the population). The second largest religion is Buddhism at just 19.8% of the population, followed by Christianity at 9.2% (CIA World Fact Book-Malaysia). Buddhist groups may be prominent because of the country's history with Chinese immigrant workers.

With such a large religious influence, topics such as genomics are highly controversial.

Particularly for a company such as Orion Biosains, which is based on genomic testing, the

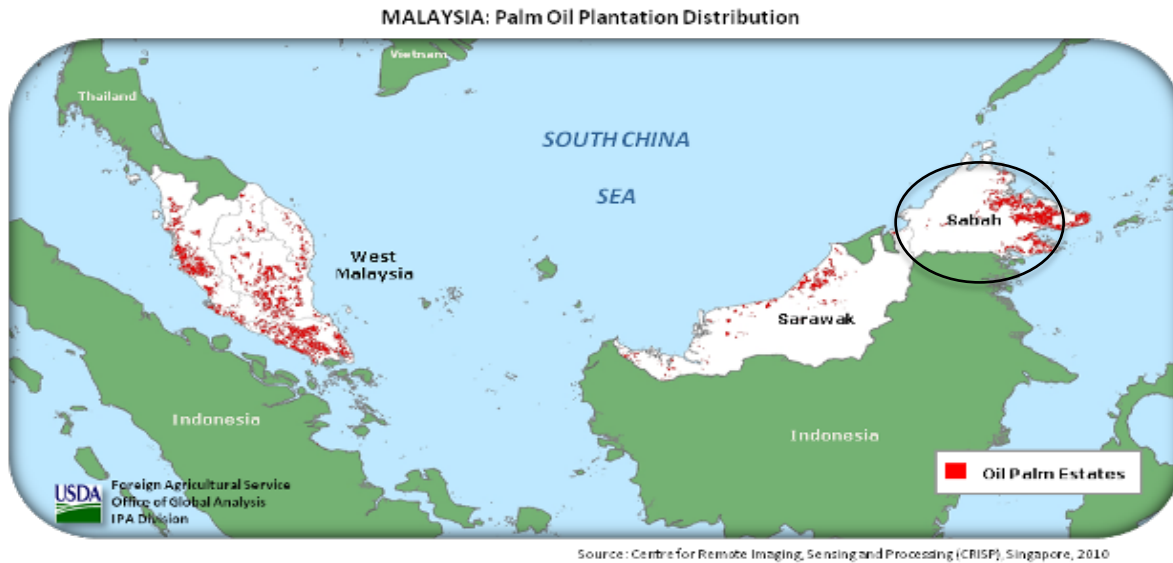
influence of religion has to be taken into account when communicating the background and purpose of the SureSawIt™SHELLGel Kit.

Topography

Traveling by car throughout Malaysia can be difficult because of the nation's **spread out** topography. Malaysia has two distinct regions that are separated by a body of water and has two peninsulas, both of which are mostly covered by rainforest and swamp. The longest river is in Sarawak, a Malay province. However there are many different waterways throughout the nation. The two largest areas for palm oil plantations would be Sabah and Sarawak provinces. Both of these provinces are on the same peninsula, however rugged terrain makes it difficult to quickly travel between the two and there is only one major road on the peninsula. What makes travel even more challenging is that plantations are generally not located close to major roads (CIA World Fact Book- Malaysia).

Sabah Province

Sabah province is one of the largest provinces in Malaysia, and is the largest producer of palm oil. The total population in 2010 was 3,117,405 people, with only 13.2% Chinese (significantly lower than the country as a whole) ("Malaysia"). Here, a large portion of the population is comprised of immigrants from the Philippines and Indonesia, looking for work in the palm oil industry ("Reuters"). One of the largest research facilities in the country, Universiti Malaysia Sabah, has an advanced research lab and is located a short distance from some of the largest palm oil production facilities. This along with the vast availability of migrant workers (largely immigrant children) makes the province ideal for large-scale production of palm oil ("PBS Newshour").



Psychographics

The SureSawIt™SHELLGel Kit has to be positioned to show how it can improve the country overall, rather than just a few individuals.

Attitude Towards Foreigners

According to Malaysia's Social Progress index, the country is incredibly intolerant of "outsiders," whether they are immigrants or minority religions. As previously discussed, this probably due to Malaysia history with Chinese immigrants during the British rule. This can have heavy effects on how Orion Biosains goes about hiring workers. To gain the trust of the majority of the palm oil community, the company should focus its employment efforts on Malay individuals.

Cultural Organization

Malaysia has a power distance of 100, which would indicate a very stagnant, top-down structure in which everyone knows their place (individualism of 26), and is aware of the repercussions

associated with venturing out of it. Because of this, it is important to approach palm oil companies and farmers at the highest position possible. By showing respect of the country's culture Orion Biosains will have a better chance of getting people to buy their kit.

Collectivism

Malaysia is an extremely collectivist society. Citizens are very committed to their groups whether it is familial, extended relationships, or work. Since collectivism is so prominent, loyalty trumps most other social rules. Additionally, work relationships are seen on moral terms, making them more like family links than more western ideas of employee/employer relationships. Since Malaysia is so collectivist, Orion Biosains should be careful of inappropriately infiltrating a company. When looking for more employees, it will be important to approach them not as a separate entity, but rather as a partner with the company. By doing this, the work relationship will not be broken within the Malaysian community.

Motivators

As previously mentioned, the Malaysian people are motivated by their sense of loyalty. To get more people to use the kit, Orion Biosains should use this sense of loyalty and collectivism to its advantage. The message that the kit should bring is not one of improving an individual, but rather, it is the fact that this product can improve the entire community. When framed like this, the SureSawIt™SHELLGel Kit becomes a means to helping out those within the palm oil community.

Additionally, this use of collectivism goes hand in hand with the Malaysian's high propensity for indulgence (Center). Members of this society will be motivated by the idea that they can have a better lifestyle than they are currently living. The Malaysian people place a lot of importance on

leisure time. Because of this, Orion Biosains should highlight the fact that fewer tests need to be done for each plant and that each plant can be tested sooner in the process than was possible before. By highlighting these two features of the kit, the company can show the Malaysian people how much better their lives would be without wasting time on repeat palm testing and delayed testing techniques.

Deterrents

There are several deterrents that Orion Biosains has to overcome to succeed in Malaysia. One of the biggest difficulties will be overcoming the Malaysians' aversion to foreigners. Built over several decades, this mistrust could be problematic for Orion Biosains to overcome. However, one possible solution would be through showing the Malaysian people how connected the company is with the government. This way, the people's trust in their government can extend slightly to Orion Biosains as well.

Another deterrent that Orion Biosains has to overcome is Malaysian pride. Since many members of the palm oil industry already believe that they have very little contamination in their plants to begin with, it will be difficult to convince them to buy the kit. Accepting the SureSawIt™SHELLGel Kit would be an acknowledgment that they are wrong.

Factors Affecting Messaging

It is important for Orion Biosains to keep in mind that there are several different subcategories within the plantation system: government plantations and private plantations. Both of these groups will have their own optimal means of communication to keep in mind.

Planation Owners

Plantation owners can be split into two different categories. The first are those owners who have government land grants for palm oil crops and will be required to use Orion Biosains from the start. These owners may be resistant to the use of the kit at first. However the government endorsement of the product will make it easier for Orion Biosains to get the product to the farmers.

The second group is plantation owners who did not get their land from the government. Many of those plantation owners feel that testing is pointless, since they believe their crop yield is optimal. These plantation owners can be large companies such as Genting Plantations, which owns over 71,000 hectares of plantation land, or persons who have either bought their own land or inherited it (Genting Group). The large-scale groups are probably more accessible through email and calls as opposed to smaller scale plantation owners. They are more willing to look at the technological aspects of the kit as opposed to just going off of faith. However, these small-scale owners harvest about 40% of the oil palms in Malaysia so it is essential to get their support (Malaysian Palm Oil Council). Small-scale farmers would probably respond better to a more personal relationship with the company including face-to-face conversations rather than impersonal online communication.

Means of Communication

Orion Biosains should use mostly face-to-face and paper to communicate with the Malaysians. Particularly for the smaller planation owners, the company has to build up a personal relationship with each member of the community, starting from the top down, before pushing a sale. These relationships make up the backbone of Malaysian business.

For the larger businesses, Orion Biosains should come prepared to build personal relationships,

but also be ready to answer more scientific questions. The larger businesses are more willing to do the extra research on the company, which means that Orion should create its own webpage for Orion Biosains to help those customers find information faster and with greater ease. However, once looking online, the business owners generally print out the material to read. Orion Biosains should mimic this attitude and come prepared with physical communication tools such as pamphlets, brochures, and written briefs.

Conclusion

Orion Biosains should focus its attention on the breeders and the nurseries at first. Then, the company should leverage societal norms, like collectivism and indulgence, to convince the seed producers to use the SureSawIt™SHELLGel Kit as well.

The country's general mistrust in foreigners can cause difficulties for Orion Biosains. However, if the company pulls workers from within the existing industry, there would be less chance of distrust stopping a deal. When doing this though, members of the existing community must be enticed away carefully, to avoid offending the Malaysians by breaking the employer-employee link that is so prominent in their culture.

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