

Marketing strategy of Sime Darby: setting product strategy, marketing communication and managing mass communication

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ABSTRACT: *Sime Darby Berhad is the world's largest palm oil plantation company by planted area. The company produces approximately 2.48 million tonnes or four per cent of the world's crude palm oil (CPO) output annually, of which about 98% or 2.43 million tonnes are Certified Sustainable Palm Oil (CSPO). Current upstream operations, which consist predominantly of oil palm cultivation, harvesting and milling are spread across more than 630,000 hectares of planted areas in Malaysia, Indonesia, Liberia, Papua New Guinea and Solomon Islands. Land bank currently stands at approximately 1 million hectares across these five countries. Sime Darby Plantation is involved in the manufacturing and distribution of oils and fats products, oleo chemicals and palm oil-based biodiesel, as well as fast moving consumer goods. The company's downstream operations, where refining of Crude Palm Oil (CPO) is undertaken for edible oils and fats products, oleo chemicals and biodiesel, as well as its marketing activities, are present in 16 countries. Sime Darby Plantation's business philosophy in manufacturing our comprehensive range of palm oil-based products is to maintain the highest quality at all times. Sime Darby Berhad under the service business segment is involved in professional activities that offer specialized health services. Sime Darby's business services named Ramsay Sime Darby Health Care has 5 medical hospitals including Parkcity Medical Center, Subang Jaya Medical Center. In addition, RSM has hospitals in Indonesia such as Primitive Bintaro Hospital, Primitive Jatinegara Hospital and many more. RMS has chronic treatment clinics such as coral clinics, obesity clinics where all clinical procedures are set by international medical experts.*

KEYWORD: *Marketing Strategy, Marketing Communication, Managing mass Communication*

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I. INTRODUCTION

According to Daning (1974), Multinational corporations refer to firms that make at least one in a foreign country. Kwook and Reeb (2000) define multinational companies as a company with a foreign asset ratio of more than one percent. Sime Darby Bhd is Malaysia's leading multinational and one of the largest conglomerates in Southeast Asia. The company established in 1910 has grown into a strong and dynamic international group. Sime Darby is Malaysia-based multinational company that involved in 6 main sectors, namely, plantation, property, motors, industrial equipment, energy and utilities and healthcare. The company have business in 20 countries and have more than 100,000 employees. The Company is founded in year 1910 by two British businessman. William Sime and Henry Darby. The Plantation and Motors is the main sector for the company. It is the largest revenue generators for the company which has RM16, 597.0 million and RM14, 126.4 million. The company has motor dealership in eight countries which are Australia, China, Hong Kong, Macau, Malaysia, New Zealand, Singapore and Thailand. Followed by industrial sectors which has RM13, 168 million revenue on 2012, the company operates is business on 14 countries around the world.

Setting Product Strategy and Managing Services

At Sime Darby Berhad, setting the stage for an exciting future. Core trading businesses have growing footprints across the Asia Pacific growth region. Leaner and more agile, able to take advantage of new opportunities in key sectors and explore innovative technologies as potential new revenue streams. To support for strategy, continue to focus on operational excellence, growth acceleration and work towards rationalising our non-core businesses. The end goal is to be the leading motors and industrial player in Asia Pacific. With proven trading and services business models, balanced portfolio exposure and long-standing partnerships with established brands, we are well positioned to leverage on the region's growth and rising affluence.

Sime Darby Industrial Malaysia launched its first e-commerce platform - Industrial Valet, for non-CAT heavy machinery equipment parts and merchandise. The e-commerce platform serves as an additional sales channel for customers to purchase parts and merchandise with just a few clicks online. Industrialvalet.com is touted as one of its kind in the marketplace in Malaysia. It was created exclusively with its customers in mind, providing them with a convenient, fast, efficient and value-added innovative services.

Integrated Marketing Communications and Marketing Channels

An approach to achieving the objectives of a marketing campaign, through a well use of different promotional methods that are intended to reinforce each other. As defined by the American Association of Advertising Agencies, integrated marketing communications " recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact."

Sime Darby Properties has kicked off an integrated brand campaign to reinforce its leadership position as the largest real estate developer with the largest offerings in the market. The campaign envisions their desired lifestyles of living thus creating a fresh approach breaking away from the clutter. This was made possible through Leo Burnett's Humankind approach, which determines the real brand purpose of the campaign and offers," Jason John, head of lifestyle, CRM, B2B, Leo Burnett Malaysia said. Sime Darby Berhad has a large estate in the Asian Region, but its business in the manufacturing and services sectors overseas such as China, Thailand, Brunei and many more has recorded a decline in sales revenue as dropped by Tan Sri Dato 'Seri Ahmad Sarji Bin Abdul Hamid (University Approvals Harvard in public administration) this company failed to provide good road infrastructure in its estates rising crude palm oil prices leading to lower demand from cooking oil entrepreneurs.

Managing Mass Communication: Advertising, Sales Promotions, Events and Experience, and Public Relations

Sime Darby Properties has kicked off an integrated brand campaign to reinforce its leadership position as the largest real estate developer with the largest offerings in the market. Via a 'Live your potential' platform, the brand wanted to build on people's aspirations of different lifestyles at different stages of their lives. The campaign was created with the help of Leo Burnett Malaysia. Running across press, radio, digital, social, PR, and direct marketing across multi-segment consumers, the campaign started running in April and will run until June, 2015. While most property brands in the Malaysia market communicate their offers by the showcase of their houses, amenities and sales incentives, with the Lifestyle Collection concept, Sime Darby wanted to cut through the clutter and capture the inspirations of its target audiences. "The campaign envisions their desired lifestyles of living thus creating a fresh approach breaking away from the clutter.

This was made possible through Leo Burnett's Humankind approach, which determines the real brand purpose of the campaign and offers," Jason John, head of lifestyle, CRM, B2B, Leo Burnett Malaysia said. Sime Darby Property Bhd, the property arm of Sime Darby Berhad, is offering first-time homebuyers and loyal customers the opportunity to own their dream homes with its "Big 5" promotion. The promotion, which runs from now until May 31, 2017, offers incentives, promotional benefits and privileges to cater to the diverse lifestyles and pricing needs of consumers, covering selected properties strategically located in five Sime Darby Property townships within the Klang Valley and Negeri Sembilan. To celebrate the Chinese New Year, Sime Darby Property is ushering in the Year of the Fire Rooster with a special promotion for all its valued customers. According to statement, customers who purchase selected properties are entitled to receive a rebate of RM8, 888 on the initial 10% down payment, plus a family dinner for 10 people at China Treasures in Sime Darby Convention Centre, Kuala Lumpur.

The special promotion is applicable for a month between Jan 28 and Feb 28. Terms and condition applied. Extensive studies on CSR over the years resulted in increased recognition of its benefits in addition to stakeholders' demands for organizations to provide CSR reporting in their annual reports and on corporate websites. It has become a key in marketing strategies [4]-[5] due to its capacity in improving corporate image and brand [6]-[7]. Organizations often present themselves as social actors with primary mission to contribute to sustainable development of their environment through engagement with society in which they operate. Thus, they establish codes of conduct, report on social issues, stick to international declarations on CSR, try to be among the lists of socially responsible companies (Fortune 500) or to develop sustainability index in stock markets (Dow Jones Sustainability Index).

Adapting Campbell's (2007) definition of CSR, we refer to it as organizations voluntarily. Sime Darby Berhad ensures products marketed according to consumer tastes. Ramsay Sime Darby Health Care is always looking for ways to promote the healthcare offered. Among the marketing strategies undertaken by RSDHC are promotion services such as pre-employment package health promotion, general health, and male health. A very

attractive price tag in every package is able to capture the interest of the community switching to RSDHC to receive treatment. For example, RSDHC offers as low as RM12000 for Ibra-Gastric Belon package. RSDHC also provides a very comfortable 5 star rating to attract more users to health services at Sime Darby's hospital.

II. CONCLUSION AND RECOMMENDATION

As a conclusion, Malaysian oil palm grower Sime Darby Plantation plans to boost its refining capacity and produce more higher-margin products in a bid to cut its exposure to volatile palm oil prices, Plantation company profits were hammered last year by a 15 percent fall in benchmark palm oil prices to a three-year low. Prices are expected to recover this year, but only by 3 percent, for recommendation in future Sime Darby Plantation's R&D Centre of Excellence has contributed to many of these developments, with its large pool of scientists, technocrats and agronomists. I believe that this was an exceptionally important assignment during the course of the module this semester as my group mates and I had to do an extensive research about the company that we chose before writing about its components.

The management functions applied by the company in this business and the general knowledge about this particular part very well. Moreover, we shared about research with each other in the group so we were able to learn more about the information contained in other aspects of the business that each student was assigned to as well. Through this assignment. It was a great chance to exert the keywords related to business in actual writing. For excellent job in planning and executing the work with this website page.

It was a wonderful learning opportunity. Sime Darby Berhad has shown success not only is measured based on the results achieved but also the way in which the decision is to adopt the vendor business protocol (TPV) as a guide to the vendor in relation to the desired behavioural standards when performing the task. The behavioural standards are based on core values and business principles of Sime Darby Berhad namely in terms of Integrity, respect and responsibility, entrepreneurship and excellence. Based on the results of the analysis that have been done in the study, some suggestion for appropriate strategies for Sime Darby Berhad to successfully carry out their business activities more effectively.

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