



Thecasesolution.com

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Cold Storage

The fresh food people

Company Background



- 1903, Singapore
- 1909, Malaysia
- Dairy Farm Group (6,100 outlets)
- 5000 employees
- Revenue: USD \$507.7 million
- Pioneer premium supermarket
- Inspire our consumers

Main

Competitor



- 1962 in Rogers, Arkansas
- Incorporated in 1969
- Founder: Sam Walton
- 11,500 stores in 28 countries
- USD \$482.2 billion (Jan 2015)
- Ranked 1st amongst Retailers in Fortune
- Saving people money to live better



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Location Decision

Country Decision: Malaysia

Region Decision: Central Region (Selangor)



- Minimum Wage Policy: Peninsular Malaysia RM900 monthly/ RM4.33 hourly
- "No Plastic Bag Day"
- Most developed state in Malaysia
- https://www.selangor.gov.my/index.php?option=com_content&view=article&id=123&Itemid=123



Country Name	Malaysia
Location	South-eastern Asia
Border Countries	Thailand, Indonesia, Philippines, Singapore, Thailand and Vietnam
Administrative Divisions	16
Area	330,846 sq km
Climate	Tropical
Population	34,306,300
Languages	Bahasa Malaysia (official), English (second language)
Government Type	Democratic constitutional monarchy
Natural Resources	Copper, natural gas, palm oil, petroleum, rubber, zinc, tin, vanadium, etc.
Legal System	Common law
GDP rate (annual)	4.8%
Inflation rate	3.1%

<http://www.tradingeconomics.com/malaysia/gdp-per-capita>

