

## Dairy Industries

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## Matrix Workforce

- Established in 2001, headed by Mr Thong Meng Chil
- Main office located at Kelana Jaya, PJ
- Branch office located at Jakarta, Indonesia
- Branch office located at Surat Thani, Southern Thailand
- Current workforce including finance, logistics and administration is 19 people
- Coverage: Malaysia, Brunei, Indonesia & Southern Thailand

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## Milk

- Dairy Companies – 26 companies
- Dutch Lady Milk Industries leads sales of drinking milk products with a 23% retail value share in 2016 due to new product launches in dairy only flavoured milk drink, namely Dutch Lady Milky in April 2016
- Dutch Lady Milky was successful due to its use of seven cartoon characters and its availability in three variants which gained the attention of children in particular.



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## Sweetened Condensed Milk



- Fraser & Neave Holdings is the leader in other dairy with a 63% retail value share and MYR452 million in sales in 2016.
- The company leads the condensed milk category with various brands and close relationships with retailers such as Tesco and Giant
- The company's Teh Tarik and Teapot brands are widely accepted by Malay consumers due to their low prices, while the brands are also widely distributed to foodservice channels.



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## Yoghurt



- Consumers continue to indulge in yoghurt and sour milk products as part of their lifestyle and treat these products as a snack, as prices are affordable for all consumers.
- Many brands, such as Yoplait, Sunglo, Nestlé and Farm Fresh introduced large packs of 400g, 1kg, 4kg and 1.5kg. The increasingly large pack sizes, together with discounts encouraged consumers to purchase in bulk in 2016.
- Malaysia Milk leads yoghurt and sour milk products with a 35% retail value share to reach MYR237 million in 2016. The company has a strong brand portfolio, especially Vitagen, which is distributed widely to primary schools.



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## FOSS Milkoscan



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## Application



- **Accurate Compositional analysis of raw milk**
- Adulterant in raw milk



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# Application



## Accurate Compositional analysis of soya milk

- **Soya Milk standardisation**
  - For optimising the raw material cost
  - For obtaining consistence products
- **End product consumer soya milk**
  - For verification reasons



Milk parameters	Protein
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# Application



## Accurate Compositional analysis of sweetened condensed milk and evaporated milk

- **Fat and Total Solid standardisation**
  - For optimising the raw material cost
  - For obtaining consistence products
- **End product consumer sweetened condensed milk and evaporated milk**
  - For verification reasons

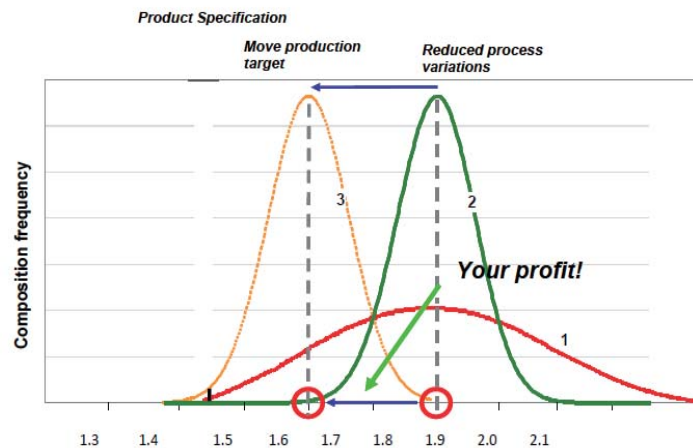


Milk parameters	Total Solid and Fat
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# Standardization



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# Monitoring the process



Improve yield, lowering rework & saving energy.

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THANK YOU