

SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM

" A STUDY ON PRODUCTION, TRANSPORTATION AND
EXPORT ACTIVITIES IN KUMPULAN GUTHRIE BERHAD'S
DYNAT RUBBER "

BY
SITI SADILAH I/C ABDUL AZIZ

ECTOSTATM

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PREFACE

Kumpulan Guthrie Berhad is a long and well established company in Malaysia. This company is well known in plantation sector and is one of largest rubber producer and exporter in Malaysia.

The public always relate the company with its main commodity that is rubber and oil palm. This is because when we travel along the highway from north to south of west of Peninsular Malaysia, we can see the rows of rubber tree and oil palm with marks of "Guthrie" at the estate. The estates are well keep and clean compared to other estates.

However, other commodities planted by Guthrie are cocoa, coconut and tea. Although there are many crops being planted, the researcher will only confine to rubber plantation in which the trade name for Guthrie's rubber is DYNAT which stands for Dynamic Natural Rubber.

The researcher choose rubber as her study area