



**AN ASSESSMENT OF SUPPLIER EVALUATION SYSTEM ON SAWIT
KINABALU SDN BHD SALES PERFORMANCE:
AN EXPLORATORY APPROACH**

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ABSTRACT

Malaysia has started promoting palm oil industry since the late 1960's as part of the Government initiatives to promote high value commodity for export purposes, eradication of poverty such as *FELDA* project as well as food self-sufficient. The outcome of the initiatives shows significant development whereby in 2011, Malaysia had contributed almost 19 million tonnes of the total palm oil supply to the World after Indonesia (World Palm Oil Statistic, 2011) . In the other hand, Sabah alone had contributed 5.8 tonnes which make it among the biggest contributor to the country. To further strenghten the Industry, Sabah government had set up *SAWIT KINABALU* as the investment arm besides Palm Oil Industrial Cluster (POIC) as the marketing roles. In the supply chain of palm oil, supplier evaluation and quality management is 2 important factors to determine the final outcome of the commodity. Thorough assessment system and managing relationship among supplier is belief to become among the significant contributor of palm oil industry. Therefore, this exploratory research paper will try to explain the roles of supplier evaluation system and quality management in managing sales performance of Sawit Kinabalu. Beside that, the outcome of this research may become starting point for future research in promoting palm oil based product.

Keywords: Palm Oil, Supplier, Evaluation, Quality, Sawit Kinabalu, Sales Performance