

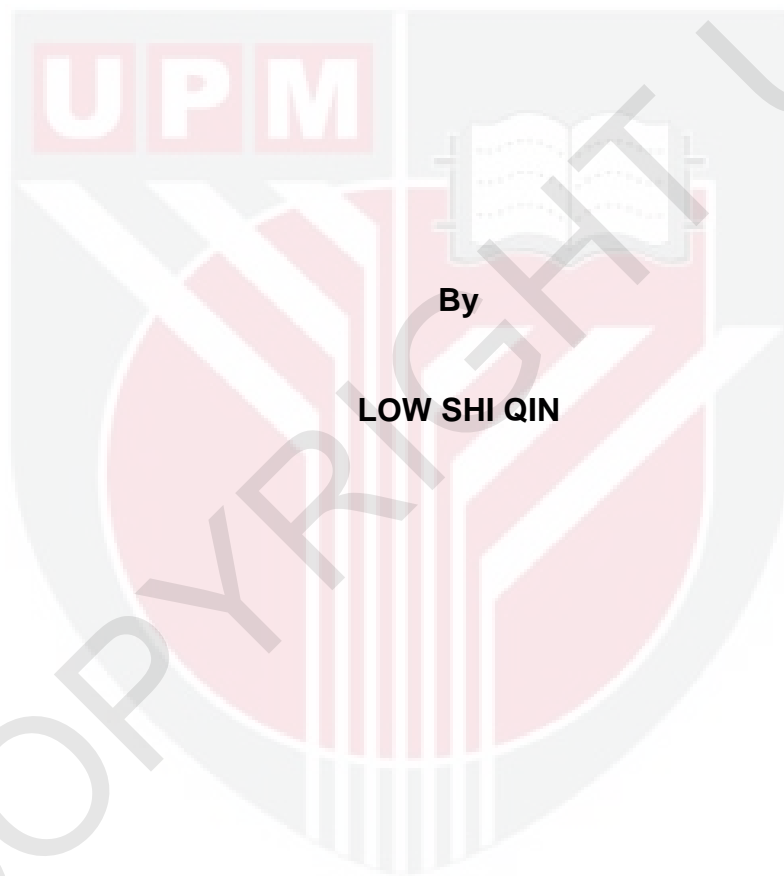


***EXTENT OF MARKET DIVERSIFICATION IN MALAYSIA FURNITURE  
EXPORT***

**LOW SHI QIN**

**FH 2019 69**

**EXTENT OF MARKET DIVERSIFICATION IN MALAYSIA FURNITURE  
EXPORT**



By

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**A Project Report Submitted in Partial Fulfilment of the Requirements  
for the Degree of Bachelor of Wood Science and Technology in the  
Faculty of Forestry  
Universiti Putra Malaysia**

**2019**

## DEDICATION

Dedicated to:

My beloved family

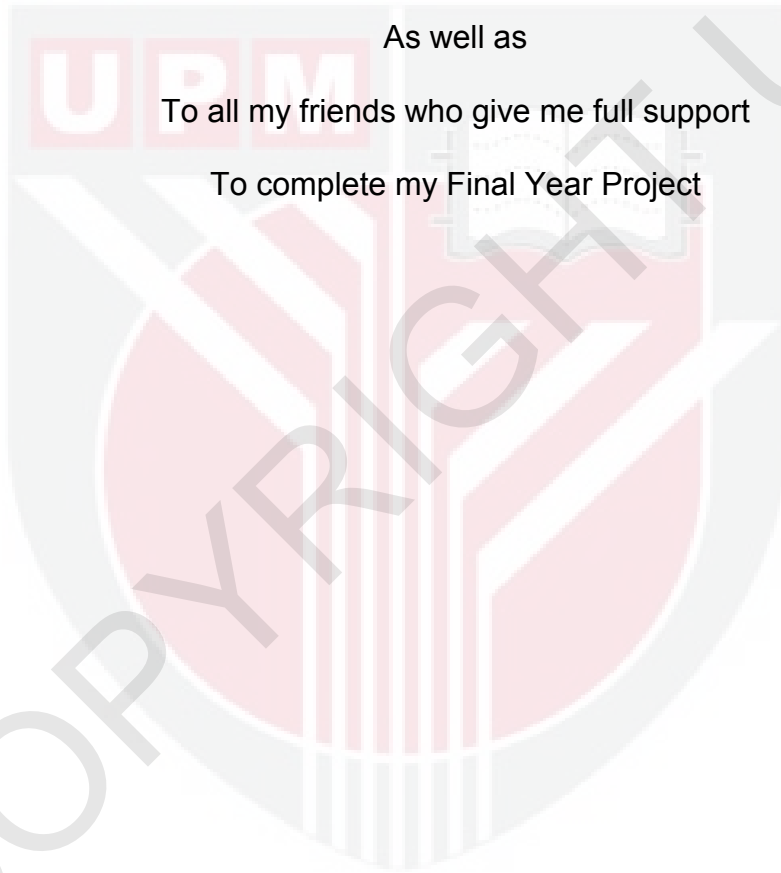
To all my batch mates

To all my course mates

As well as

To all my friends who give me full support

To complete my Final Year Project



## ABSTRACT

The rapid growth of the Malaysian furniture industry had successfully transformed a cottage-based industry into a multi-billion Ringgit industry. Malaysian furniture exports value had exceeded RM10 billion in year 2017 and ranked as 9<sup>th</sup> largest furniture exporter in the world in 2017. Thus, this research was conducted to identify the 10 most important markets for Malaysian furniture exports that have contributed more than 70% of total export from 2010 to 2017 and the main reasons to why other markets have not been successful as furniture importer from a manufacturers' perspective in order to increase the furniture exports. The first objective conducted by using secondary data while second objective conducted by using questionnaire. The results for first objective showed that the top 10 important markets were United States of America (USA), Japan, Singapore, Australia, United Kingdom (UK), India, Canada, Philippines, United Arab Emirates (UAE) and Saudi Arabia and have contributed 72.70% of total export from 2010 to 2017. The result for the second objective concluded that customer buying power as most important reason, followed by competitive with other country's furniture exporter, shortage of raw material, less innovation in furniture design, government policy implementation and lastly do not consider foreign market preferences.

## ABSTRAK

Pertumbuhan pesat industri perabot Malaysia telah berjaya membangunkan industri menjadi industri multi-bilion Ringgit. Nilai eksport perabot Malaysia melebihi RM10 bilion pada tahun 2017 dan kedudukan sebagai pengeksport perabot ke-9 terbesar di dunia pada tahun 2017. Oleh itu, kajian ini dijalankan untuk mengenal pasti 10 pasaran paling penting bagi eksport perabot Malaysia yang menyumbang lebih daripada 70% daripada jumlah keseluruhan eksport dari 2010 hingga 2017 dan mengenal pasti sebab utama kenapa pasaran lain tidak berjaya sebagai pengimport perabot Malaysia dari perspektif pengeluar. Dengan ini, dapat meningkatkan eksport perabot Malaysia. Objektif pertama dilakukan dengan menggunakan data sekunder manakala objektif kedua dilakukan dengan menggunakan soal selidik. Keputusan untuk tujuan pertama menunjukkan bahawa 10 pasaran utama adalah United States of America (USA), Jepun, Singapura, Australia, United Kingdom (UK), India, Kanada, Filipina, Uni Emirat Arab (UAE) dan Arab Saudi telah menyumbang 72.70% daripada jumlah eksport dari tahun 2010 hingga 2017. Seterusnya, hasil untuk tujuan kedua menyimpulkan bahawa kuasa beli pelanggan sebagai sebab yang paling penting, diikuti dengan kompetitif dengan pengeksport perabot negara lain, kekurangan bahan mentah, kekurangan inovasi dalam reka bentuk perabot, pelaksanaan dasar kerajaan dan akhirnya tidak mempertimbangkan pilihan pasaran asing.

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## APPROVAL SHEET

I certify that this research project report entitled “Extent of Market Diversification in Malaysia Furniture Export” by Low Shi Qin has been examined and approved as a partial fulfilment of the requirement for the degree of Bachelor of Wood Science and Technology in the Faculty of Forestry, Universiti Putra Malaysia.

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Date: January 2019

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## LIST OF ABBREVIATIONS

COC	Chain of Custody
CRM	Copy, Research and Modify
CSIL	Centre for Industrial Studies
DOSM	Department of Statistic Malaysia
EFE	Export Furniture Exhibition
IMPs	Industrial Master Plans
ISO	International Organization for Standardization
MATRADE	Malaysia External Trade Development Corporation
MEPC	Malaysian Furniture Promotion Council
MFC	Malaysian Furniture Council
MIFF	Malaysian International Furniture Fair
MITI	Malaysia International Trade and Industry
MOHR	Ministry of Human Resources
MPIC	Ministry of Plantation and Commodities
MSMEs	Micro, Small and Medium Enterprise
MTC	Malaysia Timber Council
MTIB	Malaysia Timber Industry Board
NATIP	National Timber Industry Policy
OBM	Original Brand Manufacturer
ODM	Original Design Manufacturer
OEM	Original Equipment Manufacturer
R&D	Research and Development
SFM	Sustainable Forest Management

SITC	Standard International Trade Classification
SME	Small and Medium Enterprise
UAE	United Arab Emirates
UK	United Kingdom
USA	United States of America



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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The rich resources of the Malaysian forest have made the wood and wood products industry successful and become the envy of many other countries in the global timber and wood products industry (Ratnasingam and Tan, 2002). The wood-based industry also plays an important role in Malaysian economy as the wood-based industry was the fifth largest export earnings for the country in 2012 (Ratnasingam, 2015).

The success of the wood-based industry can be traced back to the colonial period in the country (Ratnasingam, 2015). During that period, the logging, sawmilling, plywood, and veneer industries were the pillar of the Malaysia timber industry (Norini and Woon, 2002). While, Malaysia is not only the main producer and exporter of the sawntimber and plywood (Ratnasingam and Tan, 2002).

In 1970s, the transformation of agricultural-based industry to a manufacturing-based industry was carried out (Ratnasingam et al.2013).

This transformation was carried out through the implementation of Industrial Master Plans (IMPs) from the mid-1980. During this stage, the Malaysian wood and wood products industry began to manufacture value-added products, such as furniture, moulding and builders'joinery and carpentry (BJC) started to rise (Ratnasingam, 2015). As a result, the total export of

value- added products began to soar (Table 1) (Ratnasingam, 2000).

Table 1: Export of Major Timber Products (RM million)

Year	2010	2011	2012	2013	2014	2015	2016	2017
Logs	2,142.32	1,953.01	1,691.31	1,869.70	2,074.81	2,023.34	1,612.20	1,412.68
Sawn Timber	2,534.83	2,482.10	2,455.65	2,413.23	2,644.46	3,175.11	3,390.41	3,890.72
Plywood	5,147.86	5,103.31	5,136.53	5,322.42	5,202.29	4,689.55	4,370.29	4,608.45
Veneer	338.08	321.49	333.23	287.23	305.67	351.66	356.21	329.14
Mouldings	715.86	757.01	711.91	619.13	722.04	831.93	820.76	849.14
Chipboard/ Particleboard	288.59	337.87	339.20	335.60	341.47	371.15	399.65	437.36
Fibreboard	1,202.15	1,128.77	1,149.41	1,027.21	1,058.29	1,133.35	1,183.30	1,158.66
Wooden Frame	123.82	131.34	142.41	123.55	124.09	128.56	126.19	125.34
Builders' Joinery &Carpentry	954.73	1,005.59	993.05	949.60	1,007.80	1,118.47	1,219.40	1,191.29
Wooden Furniture	6,521.65	6,201.50	6,528.77	5,737.25	6,363.38	7,286.11	7,561.81	8,060.53
Rattan Furniture	31.16	25.05	21.22	27.44	38.16	31.36	41.98	16.50
Others Products	516.47	678.63	694.27	816.12	895.79	1,004.04	1,027.13	1,135.46

Source: Ratnasingam, 2015



From the Table 1 above, the statistics show the wooden furniture contributed the highest export value compared to other timber from year 2010 to 2017.

Malaysia has been ranked among the 10<sup>th</sup> largest of the furniture exporters in the world since the year 2012 (Lim et al., 2016). Therefore, the furniture industry is an important sector and contributes to the overall timber industry, and it gives a positive impact on Malaysia's economy (Harriet, 2017).

In fact, the rapid expansion of the Malaysian furniture industry is attributed to the availability of raw material, workforce, capital outlay, low entry barriers, policy measures and government. Besides, that there are few challenges faced by the Malaysian furniture industry to maintain the export growth trend of furniture, such as raw material supply, workforce, innovation and market (Ratnasingam, 2015).

Hence, in order to diversify the furniture exports, export promotion programs have been introduced by the Malaysia External Trade Development Corporation (MATRADE) to the traditional and emerging market, to increase the furniture export value. The export promotion is a program for the industry to export furniture to the foreign country, to carve the new frontiers in global market.

## 1.2 Problem Statement

Under the National Timber Industry Policy (NATIP, 2009 – 2020), it is targeted that the Malaysian timber and timber product will reach RM 53 billion by the year 2020. Besides, the Malaysian furniture industry has been targeted to export RM 16 billion by 2020 and the composition of export is 60% value added versus 40% commodity based.

According to the of Malaysian Furniture Council (MFC), Malaysia's furniture exports has exceeded RM 10 billion in year 2017, which is an improvement compared to the RM9.5 billion in year 2016.

Malaysia is categorized in top 10 largest furniture exporters in the world. United State of America (USA), Japan, Australia, Singapore, United Kingdom are the most important markets for Malaysian furniture from year 2009 to 2017.

Although MATRADE had introduced an export promotion to other country, there is still room for improvement in the Malaysia furniture export as the export destination of Malaysia furniture remain the same in these few years.

Therefore, this study's research question is to establish why other markets have not been successful as furniture importers from Malaysia from a manufacturers' perspective.

### **1.3 Justification**

Since Malaysian furniture industry is one of the contributors on Malaysia's economy. Therefore, the market of furniture export is worth to be studied. This research mainly focused on the extent of market diversification in Malaysia furniture export. In addition, this study was conducted to identify the main reasons to why other markets have not been successful as furniture importers from Malaysia. Studying and understanding this always help manufacturer to achieve help performances in their businesses.

### **1.4 Objectives**

The general objective of this study is to analyse the extent of market diversification in Malaysia furniture export.

The specific objectives are:

- 1) To identify the 10 most important markets for Malaysian furniture exports that have contributed more than 70% of total export from 2010 to 2017.
- 2) To identify the main reasons are to why other markets have not been successful as furniture importers from Malaysia from a manufacturers' perspective.

### **1.5 Scope of Study**

This study is mainly focus on the Malaysian furniture export and is conducted to identify the main reasons to why other markets have not been successful as furniture importers. The primary data on the export of furniture and other relevant data in the study is based on a period of 8 years, from 2010 to 2017. Secondary data were extracted from Department of Statistic (DOS), Malaysia Timber industry Board (MTIB) and Malaysia External Trade Development Corporation (MATRADE). While, the primary data was collected through the questionnaire.

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