

# LEADERSHIP BRIEF – RICE BRAN OIL DIVERSIFICATION

Regional Concentration Analysis & Diversification Strategy

Total Category Spend 2025: USD 2,208,600

## ORIGINAL SPEND CONCENTRATION (2025)

Country	% of Total Spend	Cost (USD)
Malaysia	100%	\$2,208,600

Malaysia exceeds 40% of spend, creating regional concentration risk.

## STRATEGIC OUTCOME

- Reduce Malaysia reliance by 66%
- Add 3 new supply ecosystems to offset concentration
- Increase supplier pricing competition across regions
- Improve logistics routing resilience
- Reduce corridor risk by ~25% with blended cost advantage

## NEXT STEPS

1. Shortlist suppliers in India, China, Mexico
2. Initiate 8–12 week pilot contracts
3. Review pricing and delivery performance quarterly
4. Reduce concentration further if pilots outperform