

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