

Abstract

Present research study scrutinizes the execution of Porter strategies in distinct companies of novel markets which have products with high added value. This investigation attempts to expand research around such policies and strategies in several sectors and domains. The main focus of this research work covers new corporations. Sizeable interest comes into existence on freshly established firms because of the concerns of food security and change of weather. Malaysia is a fresh considerable market that remained unattended during recent years. About 66 firms from 8 different cities of Malaysia were selected to examine implementation of different strategy. Findings are very advantageous and helpful for the people interested in related research.

Keywords: Strategies, Business, New markets, Malaysia market