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## Roadmap to Effective Plantation Management for Better Performance\*

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*Plantation industry in Malaysia is generally slow to change due largely to the perennial nature of the crop having long economic life span and the complacency in the oil palm industry as a result of reasonably good returns to investment over time. However both external changes due to globalisation and internal changes within the country have led to a stage where the plantation industry has to gear itself for challenges ahead. Vertical integration of up and downstream activities is a major strategy for some companies. Upstream activities in the form of ffb production and milling remain in the central stage where concerted effort to achieve better performance would form the cornerstone for the industry. Effective plantation management is all the more vital to ensure planters/millers implementing the best agricultural and manufacturing practices so as to achieve and sustain the 3Ps (profit, people and planet) of plantation business. This paper highlights the integration of yield enhancement strategies and human resource management strategies that the author reckoned are necessary in meeting the prevailing challenges.*

**Keywords:** *Effective plantation management, yield enhancement, human resource management, oil palm and competitiveness*

