

TABLE OF CONTENTS

THESIS APPROVAL	ii
THESIS EXAMINATION APPROVAL	iii
STATEMENT OF ORIGINALITY	iv
ABSTRACT	v
ABSTRAK	vi
CHAPTER I INTRODUCTION	3
1.1 Background	3
1.2 Research Problem	5
1.3 Research Objectives	6
1.4 Research Questions	6
CHAPTER II THEORETICAL FRAMEWORK	7
2.1 Conceptual Background of Coconut Oil as an Agricultural Commodity	7
2.1.1 Coconut Oil Value Chain	8
2.1.2 Global and European Market for Coconut Oil	8
2.2 European Union Regulatory Framework for Coconut Oil Imports	9
2.2.1 EU Food Safety and Quality Requirements	9
2.2.2 Sustainability and Environmental Requirements	10
2.2.3 The EU Deforestation Regulation (EUDR)	10
2.3 Traceability and Competitiveness in Coconut Oil Supply Chains	11
2.4 Conceptual Framework of Study	11
CHAPTER III METHODOLOGY	13
3.1 Research Methodology	13
3.1.1 Research Design	13
3.1.2 Research Approach	13
3.1.3 Rationale for using Qualitative-Dominant Design	14
3.2 Data Collection	14
3.2.1 Qualitative Data Collection	15
3.2.2 Quantitative Data Collection	15
3.2.3 Data Sources	16
3.3 Data Analysis Methods	16
3.3.1 Qualitative Data Analysis	16
3.3.2 Quantitative Data Analysis	16
3.3.3 Integration of Qualitative and Quantitative Data	17
3.4 Scope and Limitations of the Study	17
3.4.1 Scope of the Study	17

3.4.2 Limitations of the Study	17
3.5 Ethical Considerations	17
3.6 Chapter Summary	18
CHAPTER IV DATA RESEARCH AND ANALYSIS	19
4.1 Overview of Data Sources	19
4.2 Analysis of EU Regulatory Requirements (Qualitative Findings)	20
4.2.1 Food Safety and Quality Requirements	20
4.2.2 Sustainability and Environmental Requirements	21
4.2.3 The EU Deforestation Regulation (EUDR)	21
4.3 Current Compliance Levels in Indonesia and Vietnam	22
4.3.1 Indonesia	23
4.3.2 Vietnam	24
4.4 Case Study Analysis: Heaven Coconut Global	25
4.4.1 Supply Chain Configuration	25
4.4.2 EUDR Understanding and Regulatory Awareness	26
4.4.3 Traceability Systems	26
4.4.4 Sustainability Practices and Competitiveness	27
4.4.5 Collaboration and Support Needs	28
4.5 Integration of Qualitative and Quantitative Findings	28
4.6 Key Findings	30
CHAPTER V CONCLUSION	32
5.1 Introduction	32
5.2 Conclusions Drawn from the Literature Review	32
5.3 Conclusions Drawn from the Data Research and Analysis	33
5.3.1 EU Regulatory Requirements	33
5.3.2 Current Compliance Levels in Indonesia and Vietnam	33
5.3.3 Firm-Level Evidence: Heaven Coconut Global	34
5.4 Answers to the Research Questions	34
5.5 Overall Conclusion	35
CHAPTER VI POLICY RECOMMENDATIONS	36
6.1 Introduction	36
6.2 Recommendations for Exporting Companies	36

6.2.1 Invest in Digital Traceability Infrastructure in a Phased Approach	36
6.2.2 Engage Actively with Regulatory Education and Compliance Networks	37
6.2.3 Document and Formalise Existing Sustainability Practices	37
6.3 Recommendations for the Governments of Indonesia and Vietnam	38
6.3.1 Establish National Coconut Sustainability Standards and Traceability Platforms	38
6.3.2 Invest in Smallholder Digital Capacity and Extension Services	38
6.3.3 Provide Export Compliance Training and Financial Incentives	39
6.4 Recommendations for EU Institutions and International Organisations	39
6.4.1 Develop Differentiated Compliance Pathways for Smallholder Supply Chains	39
6.4.2 Strengthen Technical Assistance and Capacity-Building Programmes	40
6.4.3 Clarify EUDR Scope and Guidance for Coconut Oil Specifically	40
6.5 Summary of Policy Recommendations	41
References	42

