

**Project Title: Transforming into an E-Supply Chain: An Investigation into the Impact of the Internet on Customer-Supplier Relationships and Logistics Activities**

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The need to effectively manage supply chain activities has driven companies to utilize online technologies to develop good customer-supplier relationships and manage logistics activities. This requires the companies to provide real-time information for supply chain players to ensure they are working together effectively. The Internet provides a great opportunity for the companies to transform into an e-supply chain and constantly provide real-time information. This study aims to investigate whether Malaysian palm oil based companies (MPOBC) are prepared to utilize Internet technologies in managing their supply chain activities and transform to an e-supply chain. Preliminary findings indicate a successful implementation of an e-supply chain depends on the ability of the companies to establish compatible logistics systems, reduce Internet barriers and develop trust and collaboration among business partners. Although there are challenges, the interview responses clearly showed that the MPOBC realize the importance of providing and utilizing real-time information to be competitive.