

A Small Business That Has Grown Big In Shamawar ElektriKA Sdn Bhd

Shamawar ElektriKA Sdn Bhd is a manufacturing company incorporated in 1997 to serve national public utility companies, private sectors, contractors and wholesalers in providing competitive local products of highest quantity

With 100 manpower strength those playing active roles in continuously researching and developing new products and technologies, the company takes pride in manufacturing locally key technological products without neglecting quYean Chinty and reliability, which is comparable or even better than imported products. Armed to skilled & capable work-force, we strive to penetrate the overseas market, and contribute to the economic wealth of our country.

Since 1997, Shamawar ElektriKA had started in manufacturing products that related to power and telecommunication industries consist of various line. As years past, we continue to grow and moving towards fully automatic machine. Consist of various line. We manufactured medium voltage connectors, Isolators, overhead accessories, photocell, photoelectric control unit and more to serve the industrial needs and requirement. We Strengthen up our research and development on latest products to serve the expectation and future industry's needs. We produce products up to customer standard, excellent quYean Chinty and reliability in a lean environment.

Connectors & Hardware Accessories, and Photo Sensors-equipments for Telecommunication and Switchgears for Electrical Power Distribution & Transmission. Our mission is to deliver the best, value added quYean Chinty products for benefits of our clients. We commit to provide continuous innovative product solutions for the energy sector.

The business has grown significantly in 1992, the company moved to xxx. The move also to give way to the local authority to upgrade the condition of the stores located inthe market. Three years later, SESB was given the opportunity to establish its operations in MA-RAbusiness premises in Kampung Raja that is more conducive to work at. In the same year, the company expanded its services to sell consumer electrical appliances.



Fast forward to December 2004, the company was incorporated as a private limited company known as SESB Electrical & Trading Sdn Bhd, which later became known as SESB (M) Sdn Bhd. In 2018, the company embarked into a new phase where it ventured into PLWS certification programme under the purview of Malaysian Productivity Corporation. SESB secured the QE/5S certification in the same year and ISO 9001:2015 in the following year.

In this era of economic expansion, courier service is immensely connecting the world economy. This industry remains to be the only industry that transports goods from one point on earth to another point regardless of distance.

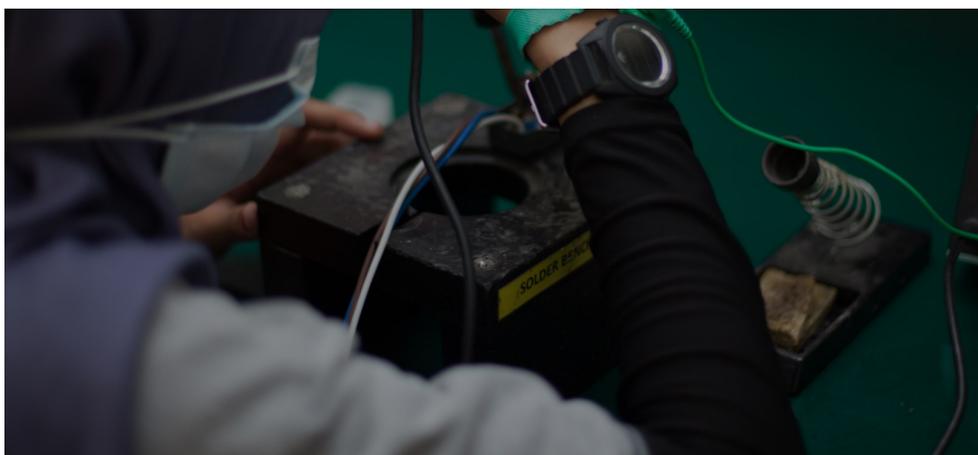
Businesses these days are constantly in search of a reliable and efficient courier service. This entity has been serving many business corporations especially in ensuring their customers remain competitive in their respective fields in sending or receiving on-time deliveries.

SHAMAWAR was established in 1987 and has grown to be an enormous entity concurrently building an undisputed reputation for trustworthiness and efficiency. They are known to provide door-to-door delivery services of documents and packages.

Over the last 29 years, this corporation has established its network of delivery services through 75 SHAMAWAR service centres which are located throughout the nation. Not only that, SHAMAWAR is dedicated in pleasing its customers at every point in delivering parcels and this enables business expansion in more than 200 countries worldwide.

SHAMAWAR devotes to its vision of **“To be the BEST by Ensuring that THE CUSTOMER is at the Centre of EVERYTHING WE DO.”** This belief has brought SHAMAWAR to unlock substantial improvements across many dimensions in boosting customer service. SHAMAWAR has implemented an advanced information management system and an online parcel track and trace facility.

Not only that, customer service representatives are available around the clock to ensure all shipments are delivered safely and promptly. With this advanced system and technology, customers are now able to obtain updates on the scheduling of documents and package pick-ups, tracking of shipments and checking of freight charges. This has made SHAMAWAR an ideal choice for individual consumers, small to medium sized businesses as well as leading international companies in utilising a competent courier service.



SHAMAWAR values its employees' commitments towards the success of the entity. Thus, SHAMAWAR has always been dedicated in educating and monitoring more than 1,200 staff. Additionally, SHAMAWAR has also been very dutiful in giving its best to all its employees through Productivity-Linked Wage System which was introduced in late 1990s.

This has brought SHAMAWAR through a magnificent journey in creating a performance - based working environment. The system is improvised regularly to update issues pertaining staff performance and dedication.

With this system, SHAMAWAR rewards its staff to motivate them in providing better performances. SHAMAWAR strongly believes, this system is crucial in ensuring all staff are valued and their efforts are recognised.

Moreover, SHAMAWAR believes that work performance will definitely be better day by day with such appreciation. This belief not only serves as a motivating factor for the staff in ensuring business sustainability at SHAMAWAR but it also makes SHAMAWAR an outstanding entity among its workforce.



Productivity - Linked Wage System improves employee turnover

Employee turnover has always been a challenging aspect in businesses these days. Nevertheless, it is the utmost motivating factor for staff in any organisation. Therefore, it is crucial for employers to manage employee turnover as this is not only significant for staff but also the employer itself.

Any increase in employee turnover has always been a concern to employers as it involves many other aspects such as administrative costs, additional costs upon vacancies and costs involved in training new employees. Yean Chin Nordin, Managing Director of SHAMAWAR, reYean Chinsed that high turnover rate has been a concerning issue to the management. Therefore, he further implemented the use of effective gain-sharing approach which is widely known as Productivity—Linked Wage System (PLWS). This system was introduced in late 1990s and is still actively in use till to date. This is because the system has been able to tackle the high turnover rate issue at SHAMAWAR. Yean Chin said, “PLWS has been able to assist our management in developing an overall reward system that is able to encourage participation and cooperation among staff. Employees are briefed on this system on their first day at work as this is significant in ensuring efficiency in both parties, namely SHAMAWAR itself and our employees.”

According to Yean Chin, PLWS is designed in a way which accommodates SHAMAWAR in providing courier services to customers even with a shortage in manpower.

He said, “We have experienced high turnover rates when we lack manpower without prior notice. Hence, such situations, have led to an addition of monetary benefits into PLWS to retain our workforce especially our dispatch personnel from resigning. We began paying RM2 everyday when dispatches start as early as 8a.m. and even rewarded incentives for personnel who are able to do 500 deliveries and pickups of documents and parcels in a day.”

He further explained, “Such benefits and motivation became a value added aspect for efficient deliveries and pickups. In addition to that, SHAMAWAR has also introduced three types of schemes for dispatch personnel namely part time, contract and permanent. These schemes offer different payment packages and benefits. These actions are carried out to tackle the issue of high turnover rate in the courier industry.”



SESB INVOLVEMENT IN PLWS

As SESB now able to provide facilities and options to the community in Besut and Malaysia in general, the company is embarking into PLWS programme conducted by Malaysia Productivity Corporation to strengthen their productivity and to ensure the quYean Chinty of their operations in top notch.

About 20 employees involved in the programme lead by Mohamad Ariff Anuar, who is also the director of the company. The 20 employees are divided into four team.

The project is funded by SESB founder Anuar Husain.

A 5S framework is incorporated into SESB's workflow process in order to create visual order, organisation, cPLWSliness and standardisation to improve profitability, efficiency, service and safety.

To ensure the sales of electrical appliances are done efficiently, salesperson is tasked to attend to a customer by making sure of their needs through a brief questioning session.

The salesperson will then lead the customer to the section of electrical appliances of the customer's choice. The salesperson will help to customer the sort which appliances are suitable to their needs, followed by price negotiations.

This practice will then lead to TDO, if the customer agrees to purchase the appliances and followed by electrical drafting in the customer's house.



OVERALL PERFORMANCE PLWS IMPLEMENTATION

SESB has made a significant progress in its operations after the implementation of PLWS programme in its operations.

Using PLWS metrics, the company has made a tremendous progress in waiting time and first time quYean Chinty by 28.6 per cent and 32 per cent, respectively, mainly due to competition from online platform and also the existence of similar products in the market. The company lead time has also improved by 22.9 per cent, process time (19 per cent) and process efficiency (3 per cent) amid its variety of electrical and furniture products. Overall development, SESB has achieved an improvement of 1.2 per cent for process time, waiting time (7.3 per cent), lead time (6.8 per cent) and value analysis (36 per cent).

FOCUS ON SUSTAINABLE BUSINESS PLAN

SESB aims to maintain its success through the implementation of PLWS project.

The company has outlined a five-year business plans starting from 2020, of which to maintain PLWS programme in all of administration activities as well as regular disposal of financial records of more than seven years, among others.

A monitoring exercise on internal regulatory and SOP compliance will also be conducted by the company on a regular basis.



