

# 99 SPEED MART SDN BHD



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Located in Taman Berkeley, Klang, 99 Speed Mart's new 13-storey headquarters was completed and launched on Sept 16, 2016.

THE year 2017 marks a year of milestones for 99 Speed Mart. Not only is the company celebrating its 30th anniversary but it has also recently launched its latest outlet in Section 13 Shah Alam, making it the 1,000th outlet to date.

99 Speed Mart has come a long way from its humble beginnings in 1987 as a traditional sundry store, known as Pasar Raya Hiap Hoe.

It was founded by Lee Thiam Wah, who sowed the seeds of the company's future success by gaining invaluable insights into the sundry retail market through personal interaction with customers and suppliers.

Lee's vision of building an integrated chain of mini-marts took hold when the company underwent a series of rebranding under an intensive expansion strategy.

In 2000, it was introduced as 99 Speed Mart with a fresh approach to enhance the store's visibility while providing a comfortable shopping experience infused with modern conveniences for customers.

According to 99 Speed Mart Sdn Bhd branches operation general manager Yong Eng Kwang, the rapid expansion was both challenging and rewarding.

"Every month, we expand up to 16 outlets. Therefore, we need to hire 160 new employees a month and later train them to manage the outlets effectively," he said.

With over 10,000 employees to date, the challenge was to minimise its turnover rate.

"With the new outlets, it takes time to successfully penetrate into the market. A lot of people may not be familiar with 99 Speed Mart but once they step foot into the store, we're confident of having repeat customers," he said.

Widely established as a neighbourhood mini-market, 99 Speed Mart can be found in most residential areas located across the nation, from as far as Perak to Johor and even Sabah.

According to Yong, the sheer volume of outlets found in local residences is a calculated move to provide convenience in terms of proximity.

It also minimises the hassle of long queues and large crowds while prices are kept low and the availability of products consistent.

As a result, 99 Speed Mart provides an ideal shopping environment that embodies the company's slogan "Near n' Save", incorporating the element of saving time and money.

This is possible because 99 Speed Mart is able to achieve optimum economies of scale via bulk purchases of goods by leveraging on its large chain, supported by fully integrated distribution centres and an advanced logistic system, which promotes

## Magnificent milestones



99 Speed Mart's 205th outlet was launched on Aug 28, 2010, in Subang U5 (2).

increased efficiency and reduced costs.

When asked about its future endeavours, Yong shares that he aspires to transform 99 Speed Mart into a one-stop station for neighbourhood residents.

99 Speed Mart has made headway since its inception three decades ago, changing the dynamics of a traditional sundry shop to accommodate the changing lifestyle of today's families in the form of a modern, concept-oriented mini-market.

Yong highlights that the families of today are not the same as three decades ago.

Families have shrunk in size with both parents working round the clock. To cater to smaller families and working adults who are constantly on the go, 99 Speed Mart now offers fresh produce such as vegetables, meat and seafood, all served in convenient packs.

"As a neighbourhood mini-market, parents can drop by the closest store on the way home from work to purchase quality fresh produce in a convenient pack, which can be

easily cooked right away," said Yong.

99 Speed Mart is also looking to venture into the trending coffee culture in Malaysia.

"We're looking into this venture but it is still in progress. Along with our variety of convenient packed food, we want to make it such that people can step inside 99 Speed Mart and purchase a pack of nasi lemak and grab a coffee as well for a wholesome meal," said Yong.

To further embed the company as a one-stop centre for customers, 99 Speed Mart is collaborating with courier services to take on the role as a delivery and drop-off point.

By introducing such service, customers can do away with the usual hassle when it comes to dropping off or picking up parcels as they can now do so at their own convenience at the nearby mini-mart.

With 1,000 outlets to date, Yong foresees that 99 Speed Mart will play a significant role in this shift within the courier industry.

This new venture is set to be launched in September.



Yong said: 'Every month, we expand up to 16 outlets. Therefore, we need to hire 160 new employees a month and later train them to manage the outlets effectively.'

In terms of expansion, Yong added that there are plans to extend its reaches far north to Penang at the beginning of 2019.

In celebration of its 30th anniversary, 99 Speed Mart will be rolling out a series of surprises for one whole month.

Starting from Aug 20, a different item will be offered at a highly discounted price daily as a token of appreciation to customers who have supported 99 Speed Mart over the past three decades.

Yong expressed his thanks to the customers for their unwavering support and promises to continuously add value to 99 Speed Mart and become the one-stop centre to bring more convenience to its customers.

■ For details, call the customer service hotline at 010 500 0099, e-mail customer\_service@99speedmart.com.my or log on to [www.99speedmart.com.my](http://www.99speedmart.com.my). Alternatively, visit its Facebook page at [www.facebook.com/99speedmart](http://www.facebook.com/99speedmart).