



**99 SPEEDMART**

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## THE UNIVERSAL LAW OF EFFICIENCY AND QUALITY

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By taking away the hassles, annoyance and stress of crowded shopping gridlock, queues and high pricing, 99 Speedmart demonstrates what happens to retailers who offer their customers an "ideal shopping environment".

Combining the elements of time and money saving, this Malaysian retailer lives up to its slogan of NEAR 'n SAVE.



**A HOUSEHOLD NAME ACROSS MALAYSIA**, 99 Speedmart has enjoyed rapid growth and expansion, riding the wave their refreshing, new and improved mini-markets have created and investing further into the convenience and quality that their stores provide.



“Our goal is to fulfil customers’ needs by supplying various types of daily use products with reasonable price,” says their founder LEE Thiam Wah says, adding, “We have gone to great lengths to provide the ‘ideal shopping environment’ to our customers and to keep up with our image as one of the market leaders in grocery markets of Malaysia, we aim to continue the concept-oriented mini market associated with the thousands of products used daily by our customers.”

### IDEAL SHOPPING

While the products sold are of the highest possible quality, they are not unique to 99 Speedmart, but in retail what is more important is the manner in which the products are sold and portrayed. 99 Speedmart has made convenience and ease a major leveraging point with their stores, which fits in perfectly with the busy lifestyles of the Malaysian people.

Boiling down, as always, to supply and demand, 99 Speedmart is able to achieve optimum economies of scale via bulk purchases of goods by leveraging a large chain supported by six fully-integrated distribution centres, all working in synergy and with an advanced logistic system. This makes it possible to supply the products to meet demand, with increased efficiency and reduced costs.

Since 1987, when the company was founded with a single grocery store, every day has been a lesson and an opportunity to improve. While Lee may have been there from the start, he is very clear that the success of his empire of 780 stores is due mostly to the passionate teams working to propel the company, as well as

the focus and development of each and every one of the 7000 staff members.

“We thrive working with our employees who want to make a difference, who use their initiative and leave a positive mark on our business,” Lee explains, “By providing training and other learning opportunities to employees to inspire and motivate them to perform the functions of their position.”

Without a doubt, it is the company’s commitment to continued human and business development that forms the driving force behind their thrust towards greater growth. This is important for the distribution centres to continue being well organised and managed to provide such services as transportation, labelling, packaging and order-fulfilment. Lee explains that the only mission of the distribution centre is to provide outstanding service to the hundreds of 99 Speedmart outlets that rely on them, “They are the pumping heart of 99 Speedmart.”

### A RESPONSIBLE CORPORATE CITIZEN

Valuing diversity in the workplace and realising their commitment as a responsible corporate citizen, 99 Speedmart, still

led by Lee believes that with every helping hand they extend that they can make a difference.

As such, their focus is aligned towards developing community pillars of welfare, environmental responsibility and education by: creating 7000 job opportunities, forming a semi-pro basketball team, organising Charity Homes Visitations during festive seasons and contributing goody bags for the World Wetland Day Celebrations. This extends from LEE Thiam Wah down through every employee and is a guiding philosophy of the company.

### NEW DEVELOPMENTS

Lee explains that the plan for the future is to continue to increase the number of stores in urban and un-urban areas, with the aim of reaching 1000 branches in the third quarter of 2017.

“We will also be implementing a new method of delivery system by using Roll cage system with enhances the supply chain system and this system comes to a total investment RM 20 million,” Lee says, “We are also investing in software to enhance the e-payment. This means that now you can pay your utility bills in your local 99 Speedmart.”

