



BERITA



# Sungei Way

JAN - APRIL 1989

KDN PP 35/6/88

## LOOKING AHEAD

*Speech by Group Managing Director  
at the Annual Executive Seminar*



*Dato' Jeffrey Cheah  
Founder and Chief Executive*

My dear colleagues,

I have requested this opportunity to speak to all of you before our Group Executive Development Seminar begins officially tomorrow. I would like to take advantage of your relaxed mood after the dinner we have just shared together.

My aim tonight is to brief you on the Group's future and, I would sincerely like to believe, it is yours too.

No one will argue with me if I say that we have come a long way since our humble beginnings in April 1974 as a tin-mining concern in Sungei Way. With perseverance, good management, a committed workforce and a fair helping of luck, our Group has attained the standing it enjoys today.

Our present business concerns are in the following areas: Tin-mining has generated spin-offs into related business ventures. Among these can be included quarrying, asphalt and premix manufacturing, and, not illogically, construction and civil engineering, property development and ready-mixed concrete and concrete products.

The other activities of the Group include computer services, education, leasing, equipment rental and trading, insurance underwriting, nursery landscaping, and interior designing. Trading has expanded the Group outwards into Singapore and elsewhere.

With the recent economic upturn and optimistic growth indicators, I foresee many attractive opportunities for our Group. To seize them, we have to apply some hard thinking and come up with a strategic plan for action. What we definitely cannot afford to pursue is an ad hoc expansion strategy. We also have to incorporate these opportunities into the scope of the Group's businesses before starting on a new venture.

From our past experiences, we have learnt one very valuable lesson. We have done well and expanded in areas based on our proven business expertise in quarrying, construction and property development. It would be irrational for us if we do not capitalise on these strengths in resource-based ventures.

We are now the country's biggest quarry operator and, taking advantage of downstream opportunities, have become a major producer of premix and asphaltic concrete. Our five quarries in Sungei Way, Cheras, Paka in Trengganu, Kulai in Johore and Bandar Muadzam Shah in Pahang are strategically sited to take advantage of the construction of the North-South Highway and other projects. This specialisation will continue to be a pillar of the Group's strength in the future. It will contribute steadily to our fortunes.

Tied to our quarrying operations are the Sun-Mix/Sun-Block subsidiaries. Sun-Mix Concrete is a joint-venture with an

established Australian company and has emerged as the largest producer of ready-mixed concrete in the country. Needless to say, it has, like its competitors, gone through a lean period during the recession. In the shaking-out that has taken place in the industry, Sun-Mix has not only survived but become an industry leader through various productivity-increasing and cost-reducing measures.

Sun-Block is as much a leader in the field of concrete engineering blocks, concrete interlocking pavers, concrete textured bricks and pre-cast micro-injection piles.

Sungei Way Group Transport Industries Sdn Bhd was incorporated in March 1987 to serve our transportation needs in

(Cont. on page 2)



**BEST WISHES FROM THE  
MANAGEMENT FOR A HAPPY  
AND PROSPEROUS 1989!**



# EDITORIAL

The Editorial Committee again ventures into 1989 with a big "Thank You" to those who have contributed in one way or another to the Berita Sungei Way. It is through your efforts that we have produced the 1988 target issues of the Berita. It is our fervent hope that your keen contributions will go on to ensure the flow of news and write-ups for the Berita and make it a more important channel of communication in the Sungei Way Group.

The Committee yet again would like to invite all staff members to contribute any publishable topic or article to the Berita. Some of the interesting areas that you can focus on are:

- important events
- own experiences
- sport activities/Kelab Sukan Sunway
- advertisements
- entertainment/celebrations/festivals
- jokes/humour
- contests/games/word puzzles
- horoscope
- sketches/cartoons
- quotes
- personality profiles
- interesting photographs
- proposals/suggestions

Last but not least, the Committee would like to wish all Berita Sungei Way readers a Happy and Prosperous New Year.

**Dr L J Fredericks**  
**Mushtaq Hussin**  
**Mok Sew Wah**  
**Khoo Gaik Bee**  
**Liew Sui Keen**  
**Connie Chan**  
**Purusothaman**

GONG  
 XI FA  
 C A I



\* Foreign Student : "How much to Jalan Selangor?"

Taxi Driver: "Only \$3."

Foreign Student : "How much for the luggage?"

Taxi Driver: "No charge."

Foreign Student : "Good. You take the luggage and I'll walk."

\* Tutor : "How do you spell sweeter?"

Student : "S-W-E-T-E-R."

Tutor : The dictionary spells it "S-W-E-E-T-E-R."

Student : "Well, you asked how I spell it, not the dictionary."

\*\*\*\*\*

\* Rosie : "Hasn't Peter ever married?"

Fauzi : "No, I don't think he intends to, because he's studying for a bachelor's degree at Sunway College."

\*\*\*\*\*

\* The phone in the doctor's house rang at 3.00 a.m. "What do you charge for a house call?" the caller asked.

"Thirty ringgit, Mumbled the sleepy doctor.

"And how much do you charge for an office visit?" the caller wanted to know.

"Ten ringgit," said the doctor.

"Good," said the caller. "I'll meet you in your office in 10 minutes."

\*\*\*\*\*

*From: TEE lecturer*



# LOOKING AHEAD

CONT. FROM PAGE 1

the Klang Valley and along selected routes in Peninsular Malaysia. While this transport subsidiary with about 20 tipper trucks carries our own building materials, it is increasingly being used by other private companies, too.

To service our sizeable fleet of rolling stock including tipper trucks, excavators, tractors and so forth, we are examining the feasibility of setting up a central mechanical workshop in Sungei Way. This is a move to rationalise the large amount of routine maintenance and repair to our transport fleet and reduce its operational costs. Eventually, our workshop can commercially sell its services to outside customers.

Property development, in particular our Bandar Sunway project, will generate \$1 billion worth of turnover within the next decade. Despite this being our pioneer property development project, we invested in an architect's competition to gather various innovative concepts to assist us in transforming our 500-acre project site into "Resort Living Within the City". This project shows the synergistic strengths of our Group in using in-house products and services at competitive prices. Bandar Sunway will not be our only property development as the Property Division is actively seeking out ways to increase our land bank. We intend to pursue a mix of commercial, industrial and residential development building upon our current investment in properties in Petaling Jaya and elsewhere. Where there is interest shown, we will also consider joint-venture development with owners of idle land.

Our construction subsidiary has rapidly gained a reputation in both the public and private sectors for being a reliable and cost-conscious civil engineering and building contractor. In addition, it is also known, especially in the public sector, of having a proven record of successfully completing technically difficult jobs.

Todate, our construction contracts are valued in excess of \$100 million and I anticipate a steady flow of jobs in the future. You may like to know that with its many construction jobs, Sungei Way Construction has created the most number of new jobs in the whole Group.

What I have just stated supports my conviction that the time has come for the Group to look outwards for greater growth. This strategy is necessary not so much to diversify our business interests as to diversify the geographical markets in which we operate. Overseas markets will have to become a new source of growth for our Group. This does not at all imply that the domestic market will be neglected. We would be short-sighted to do so as we are firmly based in Malaysia and see great potential to expand even further here. At the same time, the booming economies of our neighbours are an opportunity and challenge for the Group to tap a new source

of growth.

Our current marketing and trading activities are a very good springboard into overseas markets. We have several agency lines for machinery and equipment parts which we can distribute into the Indonesian and Australian markets. I refer to such items as hydraulic hoses, couplings, etc. This will fall in line with the activities of our marketing subsidiary in Singapore which has turned around and is actively seeking new markets in the Asean region.

Sungei Way Computer Services, which was initially set up to cater for inhouse computerisation, is now a full-fledged software house providing total computer solutions to businesses in collaboration with IBM. The focus of attention is on manufacturing solutions which is the fastest growing sector not only in Malaysia but also in the Asean region. For this reason, Sungei Way Computer Services is working towards establishing a presence in each of the Asean countries, Hong Kong and Sri Lanka. Recently the Singapore operation was set up. To a large extent, expansion overseas is in direct response to the encouragement of IBM. Our objective is to fill the vacuum that presently exists in these regions for IBM software support activities.

Other opportunities for extending our base of operations include the possibility of manufacturing Keramo clay pipes for the local and export markets. As a matter of interest, negotiations have been going on for some time on this matter but the economic downturn prevented the start of the project.

My view of the Group's business operations over the next 5 years would include the following. I see a growth in our basic strengths in quarrying, concrete products manufacturing, property development, construction and computer activities as the Malaysian economy expands. At the same time, greater opportunities in offshore markets should allow us to expand our construction, computer and other activities particularly in our neighbouring countries and Australia.

We will continue to maintain our corporate interest in Sunway College although the payback period is long. Based on our twinning arrangements with 6 overseas universities, we will add on other matriculation and professional courses in 1989 to place Sunway College among the leaders in the private education market.

Sungei Way Risk Management which handles our in-house insurance needs is currently expanding general insurance underwriting and consultancy services to outside clients. Design Tropics is our interior designing arm which caters for our property division needs as well as for outside clients. Similarly, Sunway Nursery & Landscaping, set up to meet the landscaping needs of Bandar Sunway, is now well placed to handle large outside projects

equally well. These and our other interests in tin-mining, mineral processing and engineering fabrication will broaden as opportunities present themselves to the Group.

These initiatives for our future growth should be balanced by appropriate corporate strategies. Sungei Way Holdings Sdn Bhd was publicly listed on the KLSE in February 1984 to tap new sources of funds, allow employees and the public to share in the Group's success and project the Group onto the Malaysian corporate scene. I am also planning to float our more successful privately-owned companies on the KLSE. Among the more likely companies, I would include Bandar Sunway and the Sun-Mix/Sun-Block subsidiaries. As much preparation is required to complete the listing process, these companies can only be floated around 1990/91. Naturally, the timing of the launch will depend upon prevailing market conditions, state of the KLSE and the local/international economic situation. I am quite aware, despite the negative report on Sungei Way Holdings by Neoh Soon Kean on August 28 1988 in the Sunday Mail, that public exposure involves exemplary corporate behaviour, responsibility and accountability. I am confident that the Group has the maturity and professionalism in its management to meet any public scrutiny of its operations.

Ladies and gentlemen, I will be the first to admit that the economic recession of the past four years has caused a great deal of pain and pressure on the Group and its workforce. As our businesses contracted in line with the decline in the economic growth of the country, we were forced to adopt a series of measures to protect our central core of businesses. Among these belt-tightening measures were the freeze on salary adjustments, bonuses and car loans. These measures, which will soon be discontinued, have severely tested the commitment, dedication and loyalty of our human resources to the Group. In spite of this, staff morale has not been eroded. I am personally gratified, however, that, firstly, we have not retrenched any staff or forced our employees to accept pay cuts. I am very touched that, despite these measures to ensure our survival, our human resources have remained steadfast to the Group. The resilience of our Group in this difficult period is related to our core strength, our people.

It is now clear, however, that the worst of the economic downturn is over and that there are strong signs that the economy is picking up again. Better economic condition has allowed nearly all our subsidiaries to become profitable again. I take great pleasure in reporting to you that by mid-year 1988, the Group turned around creditably. By the end of 1988, we will be able to generate profits before tax of about \$6-\$7 million for the Group. If business trends

remain positive, I expect even higher profit levels in 1989. This may approximate \$10 million for the whole Group.

On the basis of these preliminary results, I would like to announce that Management will again consider salary adjustments for all deserving employees at the end of this year.

In addition, we will also resume the payment of a discretionary bonus at the end of 1988.

The Exco is also carefully reviewing the compensation package of executives of the Group. Details will be announced to all of you through HRD very soon.

Towards the end of 1988, we will work out the adjustments needed in line with the new executive package.

Insofar as the non-executive staff of the Group are concerned, HRD has also recommended salary scales and gradings for major categories of non-executive staff. These will also be made known very soon.

HRD has also prepared a series of new personnel procedures to smoothen personnel management in the Group. Details of these procedures will be made available soon.

The Management has also agreed to de-freeze the car loan scheme by January 1 1989.

Finally, I would also like to announce that the Exco is discussing the introduction of a Staff Share Option Scheme (SSOS) for our public company. I directed that a study of the SSOS for the Group be made a couple of years ago. It is only now that I see our overall financial position justifying serious consideration of the SSOS. When a decision is made, Management will announce the details.

My dear colleagues,

The last few years have been traumatic one for all of us in the Group. Management has been forced to adopt policies not beneficial to individual employees in order to preserve the integrity of the Group. I feel we have come out of the recession leaner, wiser and more aggressive. We are now far better placed to take on bigger challenges and exploit the many opportunities that are now presenting themselves.

The Management and I, in particular, believe that our corporate philosophy and our human resources will motivate the Group to move from strength to greater corporate strength in the future.

I would like to invite all of you, individually and collectively, to make my vision of the SungeiWay Group a reality. I would also like to call on all of you to share the fruits of a stronger, more poised and prosperous Group.

Thank you.



# THE FAMILY DAY CELEBRATIONS 1988



Dato' Jeffery Cheah delivering his speech during family day gathering

Phew! At last, it has come and gone! After all the preparations and the Committee's full cooperation to make it successful, we proved ourselves that IT CAN BE DONE!!! (if we work hard on it, of course).

The event was held at the Awana Golf & Country Resort in Genting Highlands on the 23rd October 1988 in conjunction with the Car Treasure Hunt and the Executive Seminar. There were more than 300 participants for the Family Day events alone (not including the participants for the Car Treasure Hunt held earlier). On the organising part, the core committee, comprising Jill, May May, Siew Ho, Gary, Tung, Chew C L, Ngan, Tam, Maggie, Teoh and yours truly, plus a few others ... all worked really hard to make the event materialize (thanks to you gals and guys!). The Organising Committee was so pressurised tackling the last minute 'things' that we had to work overtime at Awana the night before the actual day.

Talking about last minutes ... people are just people ... they must 'add' some thrills into your life ... ie., by hoping that we will be able to squeeze them into the apartments which were limited in number, and of course, we managed though there were some hoo hahs - thanks to my able assistants (of course, the guilty ones should know!).

Now about the events. There were about 70 odd early-birds running around (jogging actually) the 5km golf course track and boy, wuz it tough! The joggers did have a really tough time getting around the track and coping with the chilly weather and having to be up so early in the morning! They had to climb up and down the hill.



We are the champions!

Anyway, thanks to all the participants and, of course, the winners. After the jogathon, the participants proceeded to the Rajawali Restaurant for breakfast.

For the first time, in the Family Day history, we had swimming events which catered specially for the swimming enthusiasts - to show off their skills and ... anyway we have quite a few good swimmers. This event started at about 9.00 am and the staff, their families and the participants started to gather around the pool to wait for some action as early as 8.30 am! Once again, thanks to those who made the events really exciting and successful, not forgetting the referees - Tam and Teoh. Without their cooperation, we might not have been able to host this event. After the pool games, we all changed and proceeded to the field which was almost half a mile down from Awana, ie., at a field in the Institute Aminuddin Baki.

In the field events, there was a slight change in the usual routine that we normally have in all our Family Day games. Though we have different winners each time, we started the whole field event with a march-past. We had quite a proper march-past (I think!) I mean, it was good enough for starters - people who had never practised marching in their life! Everything was quite perfect - like I mentioned earlier, with proper coordination and cooperation we can make it work - all this boils down to TEAMWORK, right!

Soon after the march-past and the football games and all the field events, food was served to all the hungry souls. It may have seemed like a military camp to some of us who had to line up to collect the food



Checking in

- it is actually pure discipline! Anyway, prize giving was held during the lunch and everyone must have had a ball of a time ... scorched faces, sore arms, sore feet, worn-out bodies, etc. After that everyone proceeded to Awana to change and to get ready to go home after a nice cool weekend. Some of us had to stay back for the Executive Seminar the next day.

On behalf of the Organising Committee, I would like to thank all those who participated in the events, to make the Family Day Celebrations 1988 a successful event for the whole Group. Many thanks to everyone who helped in one way or another to make this project another year to remember.

ALVIN TEE  
Sunmix Concrete



Two! Pull. From the ladies side



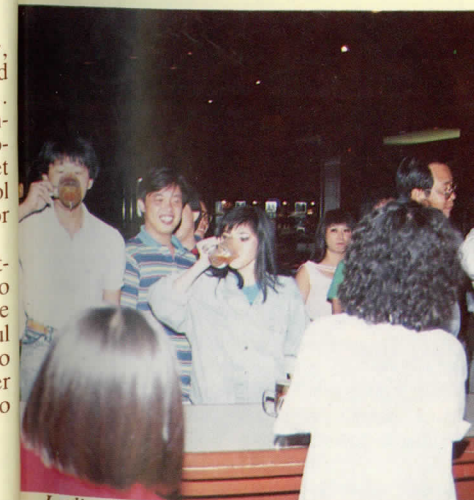
Raring to go



Cola - here we come



I'm the fastest man in Sungei Way, but I don't use steroids



Ladies first, please



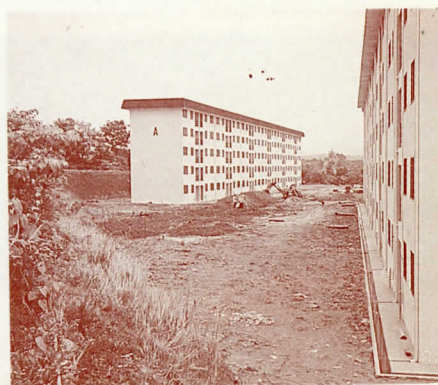
Marching smartly





*Contract signing ceremony for phase II.*

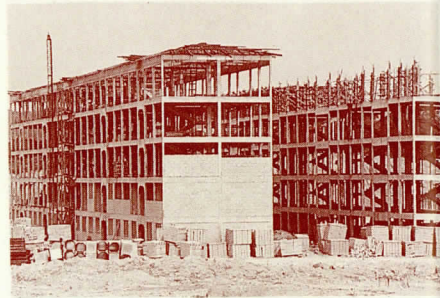
## Signing ceremony between Tanming Raya Sdn Bhd and Sungei Way Construction



*Part of the completed phase I building*



*Ground breaking ceremony by M.B. of  
Selangor*



*Phase I in progress*

The 3 contract winning elements for a construction company are a competitive tender, quality of work, and ability to meet time commitments. These are the attributes that Sungei Way Construction has demonstrated in last year's contract with Tanming Raya. As a result, it has been awarded a further \$19.3 million contract for Phase 2 of its Taman Taming Jaya housing project.

In September 1987, Sungei Way Construction was awarded a \$2.7 million contract by Tanming Raya, the developer for a housing scheme in Balakong, Mukim Kajang. The contract to build 5 blocks of 5 storey Low Cost Flats was successfully completed within the stipulated contract period of 12 months. By adopting efficient technology (such as the use of aluminium formwork to reduce time and provide better finish) in addition to skillful management and site coordination, quality control was successfully exercised and time commitments were duly met.

Rewards were reaped when a further contract for building 1,107 units of houses and flats was awarded recently for the 2nd Phase development of the housing scheme. The new \$19.3 million contract consists of building low cost flats, low cost and medium cost double storey houses as well as part of the infrastructural works which will service the proposed housing scheme.

Based on last year's performance, Phase 2 of the project should prove to be another triumph in Sungei Way Construction's list of successful accomplishments given the experience and skills of our highly trained staff and our continually expanding fleet of machinery. 'Our People, Our Strength', in this case appropriately applies; with continued hardwork and dedication, even greater success will be in store for the construction division.

**ALVIN NG**  
Sungei Way Construction



# “WHEN THE SAINTS GO MARCHING IN ....”



It was a really fine morning and the Timur field was buzzing with lots of people of all races. That morning, an historical event was about to take place and we were part of the event. That was our 31st Independence Day and The SungeiWay Group was one of the many companies that sent representatives to join in the parade, specially to celebrate that memorable day in Petaling Jaya.

As the music goes, “.. Oh when the saints go marching in ...” well, our saints were positioned in between the Texas Instrument staff and an all-girl school band. The band girls were a really cute looking bunch of YOUNG girls, mind you, our guys could not help but to turn their heads around each time they had a chance. On our right side was the KFC staff who chucked like chickens, obviously to make sure that they were heard – literally.

The arrival of H.R.H. The Sultan of Selangor, who commemorated the event, began the procession. There were several speeches, reading of the Quran, singing of the National Anthem, reciting of the Rukunegara and of course, some presentations from a very young group of school-girls. We all had the army personnel to guide us in how to stand at ease, to pay attention, to stomach in chest out, to shoulder back, and of course, to stand in line properly!

When the march past began, there were so many ‘contingents’ that we had to wait for at least 20 minutes before the SungeiWay Group contingent could start marching. When we were marching past the Grand Stand, we marched with grace, ie., holding our heads up high and proudly because we are from The SungeiWay Group.

As we were marching along, we had a few technical delays caused by the male marchers in our group who insisted on waiting for the band girls who were suffering from sore feet, as the girls were wearing high-heeled boots matching their band uniform. We were really almost half a mile apart – from the first thirty over contingents, and we were still trying to wait for the rest of the gang! I suppose we were either too fast or too slow – the other participants from the SWG would know, but nevertheless, I am sure we all had a ball of time walking around Petaling Jaya and an experience we all would not forget! Thanks to Teoh for coordinating the event for SWG and thanks to all who had taken part in the event and of course, thanks to the Management for giving us the opportunity to be part of the historical event!!

MAGGIE HO

Bandar Sunway



*Is the flag upside down?*



*Steady Joey! Cool it man.*



*The Sungeiwayans. Left-right, left-right.*



# THE SUNGEIWAY GROUP ANNUAL EXECUTIVE SEMINAR



The executive seminar is a tradition for the Group. Being a group with diversified industries and fast expanding into a major conglomerate, the annual executive seminar brings together the large pool of executives operating in the various divisions and branches throughout the country.

The main objective of a seminar is to tap the potential strength in all of us to contribute the long term growth of the Group. At a time when the Group is growing and to meet the pressures of strong market competition, we need to have a strong sense of belonging, cohesion and team effort. To forge ahead in a strong competitive market, we must have a strong team. We must be dynamic, progressive and receptive to new ideas and changes. In addition, a seminar is also an opportunity for executives to participate freely and to get to know each other better to foster a greater sense of belonging to a family – the Sunway family.

At our seminars, these objectives are tied into a corporate vision by our Group Managing Director, Dato' Jeffrey Cheah. The seminar which was held in Frasers Hill in 1983 was attended by 74 executives of the Group. In September 1984, in a seminar which was held in Ming Court, Port Dickson and attended by 108 executives, Dato' Jeffrey Cheah stressed the importance of people and their jobs. He stated that he would like to see all employees feel happy and secure in their jobs. At the same time, they should strive to give their best by being committed to their work and to the Group.

In 1985, when the economy was badly hit by recession, the Management decided to have a one day seminar in Dayang Hotel. In 1986, a seminar was conducted again in Ming Court, Port Dickson. This seminar was based on the Managerial Grid concept. This concept stresses the importance of inter-linking human resources to their jobs without sacrificing one or the other by creating an environment which motivates them to superior performance. The Group decided to shelve the 1987 seminar due to the slow recovery of the economy.

The recent seminar in Awana Golf and Country Club, Genting Highlands, was held in conjunction with the Car Treasure Hunt/Family Day. Putting the three events together into one outing was a tremendous joint effort by Human Resource Division and the Kelab Sukan Sunway demonstrating effective team work. The seminar was attended by 150 executives from the various



*Want to know, what Kepner Tregoe is? Certainly it is not grid!*



*Discussing something?*



*Breakfast time.*



*We must identify 'musts' and 'wants'*

subsidiaries of the Group.

The programme for the seminar started on the night of October 23 with a sumptuous steamboat dinner. There were a few happy incidents at the poolside terrace where the executives were having dinner. Mr Yeow from the Property Division and Mr Alvin Tee and Mr Thong from Sun-Mix jumped into the swimming pool and collected a few hundred dollars in a bet daring anybody to jump into the pool with their clothes and shoes on.

After dinner, all of us proceeded to the Awana Convention Hall where our Managing Director delivered his opening address. In his speech, Dato' Jeffrey Cheah stated that he was very touched by the dedication and loyalty of our human resources to the Group despite such belt-tightening measures as the freeze on salary



*Smiling firedly*



*What a tough decision to make*



*What concentration.*



# SWCS HAS MOVED TO A NEW OFFICE



*Pretty ladies all in a row.*

adjustments, bonuses and car loans. In his words:

"I am very touched that, despite these measures to ensure our survival, our human resources have remained steadfast to the Group. The resilience of our Group in this difficult period is related to our core strength, Our People."

Dato' Jeffrey Cheah also stated his belief that we, as staff members and being part of the Group, would work towards making this vision become a reality.

"The Management and I, in particular, believe that our corporate philosophy and our human resources will motivate the Group to move from strength to greater corporate strength in the future. I would like to invite all of you, individually and collectively, to make my vision of The SungeiWay Group a reality. I would also like to call all of you to share the fruits of a stronger, more poised and prosperous Group."

The night ended with a dialogue session between the participants and the EXCO and everybody was happy with the announcement on salary adjustment and bonuses for the 1988 year end review.

The two days that followed were gruelling days for our executives to keep awake for the seminar proper. The Kepner-Tregoe management tools on problem-solving and decision-making were chosen for presentation at the seminar. The processes of Situational Appraisal, Problem Analysis, Decision Analysis and Potential Problem Analysis were seen to be of benefit for our executives. The 150 executives were divided into 15 groups for group discussions and throughout the seminar they broke up for discussion not less than 6 times. The Seminar overall was well presented by Mr Dick Gwinn, Vice-President of Kepner-Tregoe, South East Asia, Australia and New Zealand and Mr S Y Wong, Area Director of Kepner-Tregoe, Malaysia.

At the end of the day, everybody looked physically tired, because of the Car Treasure Hunt/Family Day and mentally exhausted, due to the seminar. However, the two-day seminar in Awana was educational. It was good to see that our executives participated in the seminar to make it a success.

**MUSHTAQ HUSSIN**  
Human Resource Division

14th November 1988 will yet be another milestone in SWCS's history. It is on this day that the company moved to its new office at Taman Tun Dr Ismail and the Founder and Chief Executive of the Sungei Way Group, Dato' Jeffrey Cheah and Datin Susan Cheah were present to grace this auspicious occasion.

The new office can accommodate 35 staff and it houses, amongst other things:

- i) 2 well-equipped training rooms for training customers as well as giving demonstration to prospects.
- ii) 1 Library for computer reference manuals.
- iii) 1 Hotline room for handling customers' complaints and software queries.
- iv) 1 Computer room that houses a S/36 and the most up-to-date IBM mid-range computer, AS/400.

Besides having the above facilities, which are primarily geared towards giving better customer services, the new office is also only a walking distance away from Plaza IBM.

It is apparent that Wisma Sungei Way does not have enough space to house all the above facilities as the Property group also needs more office space at Wisma Sungei Way to cater for its expansion. This coupled with the fact that SWCS will be able to operate more effectively by being close to IBM, prompted the decision that SWCS move to a new office nearer to Plaza IBM.

The address of the new office is:  
Sungei Way Computer Services Sdn Bhd  
45B Jalan 2/71  
Taman Tun Dr Ismail  
60000 KUALA LUMPUR  
Tel: 7174252 Fax: 7177452

**CHEW FATT SEET**  
Sungei Way Computer Services



*How does the new office look?*



*Where are the computers!*



*SWCS smiling faces in their new office.*





■ Living Lounge – soothingly cool



■ Dining room – high-tech



■ Walk-in wardrobe cum dresser – Modern and practical

# BANDAR SUNWAY

RESORT LIVING IN THE CITY

DRAMATICALLY COOL WITH A CAPACITY TO CHANGE MOODS, THIS HOUSE FEELS LIKE AN EXCLUSIVE CONDO IN THE CITY YET COMBINES CITY LIVING AND SECLUSION WITH A RESORT LIKE SETTING ...

Step in to the white tiles of the lounge, space opens up towards the high-tech wide view across the morning kitchen.

The Ph concept is a conceptualized and co-ordinated of lilac, grey, black and white colours that are striking in the

The atmosphere in the master bedroom is space and character of tones and shades. Two upholstered to match is situated across one corner is the bed-cum-dresser.

This is a stress, awkwardness of spaces that may accompany conventional schemes.

Bandar Sunway homes that combine the exclusivity of

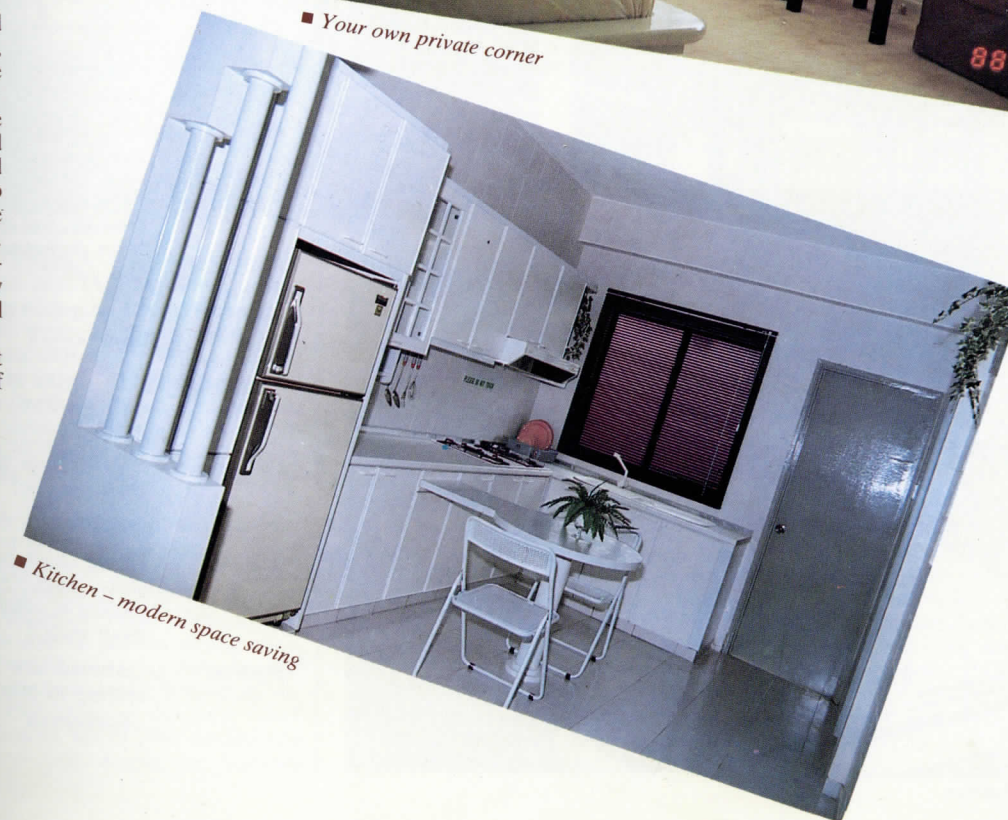
NELSON  
Design Tropics



■ Master bedroom – space and character



■ Your own private corner



■ Kitchen – modern space saving



# SungeiWay Group Car Treasure Hunt

The day of the treasure hunt dawned wet and cloudy but this did not deter the participants. Everyone was present and accounted for.

Despite having participated in a number of treasure hunts prior to this one, there was no lack of enthusiasm on the part of my team-mates and I. We were raring to go – more so, I am sure, those newcomers to treasure hunting. The excitement built up when the time came for the cars to line up for scrutineering. Cars were expected to be in road-worthy condition and equipped with the usual jack, spare tyre, etc. At this point, we already lost points because we came without a torch! After the scrutineering, the cars were flagged off by Mr Chew Chee Kin.

The moment the tulips and questions were handed to us, I could feel the 'little cells' inside my head starting to tick. Having left the driving to James and the navigation to Debbie, I could sit back and concentrate on my favourite part of the hunt – trying to decipher the clues and looking out for answers.

The first question was easy – "Who comes from Southfork?". Eventhough I don't watch Dallas, one hears so much about it that one cannot help but know that Southfork is related to the television soapie. Then, what do you know – there is the answer, "J.R." written in big letters across the pillar of a pedestrian bridge (to tell the truth, we only saw it the second time round, after having back-tracked).

Not long after, we came to a question which we couldn't answer – "Where does Waylon Jennings hang out?". Who in \*\*\* 6 is Waylon Jennings? The team consensus was that since the name sounded American, he must hang out in the "U.S." –



*Congratulations! You have made it.*

of course that was wrong!! And so it went on. Five hours and many interesting questions later we arrived, tired and very relieved.

In spite of the gruelling five hours during which we had to think really hard, strain our eyes looking out for answers and on top of that, trying hard not to argue over whose answer was right (arguments are inevitable when there are four different minds with four different ways of interpreting any particular question!) – in spite of all that we still enjoyed ourselves tremendously.

We emerged as victors of the KSS hunt, not due to any particular team member but because we worked as a team. This, I believe, is the essence of winning any treasure hunt – to have compatible team-mates who can contribute their share towards the hunt.

For anyone who has never before participated in any treasure hunt, it is highly recommended. Give it a go and I'm sure you will enjoy it. HAPPY HUNTING!!

**LOO AI CHOO**  
*Sunway College*



*Best of Luck and Happy Hunting*



\* An attractive young woman was sitting alone at a bar.

"Excuse me, may I buy you a drink?" asked a young man.

"To a motel?" she yelled.

"No, no. You misunderstood. I just asked you if I could buy you a drink."

"You're asking me to go to a motel?" she screamed, even more excited.

Completely bewildered, the young man withdrew to a corner. Everybody stared at him indignantly. A little later, the young woman came to his table, "I'm sorry to have created such a scene," she said. "But I'm a psychology student studying human behavior in unexpected situations." The young man looked at her and shouted, "What? A hundred dollars?"

– YK Lee, Adapted from:  
Readers' Digest

\* I never went to the Sunway College because I was poor. Poor in my studies.

\*\*\*\*\*

\* Two students, Smarty and Alex, wanted to do some business, so they bought a lorry of durians at \$4 each, and later sold them at \$4 each. At the end of the day when they counted the collections, they were shocked to find that they had the same amount of money as they started with. "You fool," said Smarty, pointing an accusing finger at his mate, "I told you we should have used a bigger lorry!"

\*\*\*\*\*

\* Law lecturer: "Anything you say now may be held against you."

Accused student: "Bo Derek"

\*\*\*\*\*

\* Candidate : "I've got a degree, two masters, one doctorate and three diplomas. What have you got?"

Listener : "I've got to go."

\*\*\*\*\*

\* Secretary : "This letter to Perth is too heavy. Put on another stamp."

Office boy : "But won't that make it even heavier?"

\*\*\*\*\*

\* Teacher : "Join these two sentences into one: Ahmad was cycling to school. He saw a dead man."

Student : "Ahmad saw a dead man cycling to school."

\*\*\*\*\*





Magnificently coloured in stripes of blue to match the College colour

# A FULFILLED COMMITMENT



View from Jalan Selangor

When Jalan Selangor was turned into a one-way street and the road median was removed, crossing the road became a hazard. From then our Group Managing Director, Dato' Jeffrey Cheah was determined to make it safe for pedestrians, by building a pedestrian bridge. This was in line with the Group's philosophy of providing a service to the community whenever possible – our first being the bus-stop at Jalan Sultan.

Proposals for this bridge were made to the MPPJ and working closely with them, the SungeiWay Group has today, turned this commitment into a reality.

From December 1988 onwards, the public will be able to use the newly completed bridge located just outside our SungeiWay headquarters. Intending to serve the public crossing the busy road leading to Menara MPPJ, this bridge has also benefitted easy access for Sunway

College students who have their campus nearby.

Said a group of students when interviewed, "It is a very welcomed convenience for us since we had to cross this busy road at least twice a day, especially during lunch-time". Another commented that he was "pleasantly surprised to see the bridge appear overnight".

The "instant" bridge was necessary, explained Mr Phang Koon Tuck, the General Manager for PRK Sdn Bhd (a member of The SungeiWay Group undertaking the construction of this project). He pointed out the need to have a swift site installation in order to minimise the traffic disturbances in this busy thoroughfare.

Built at a cost of M\$100,000.00 the speed of the erection certainly belies the meticulous planning and coordination required in the groundwork and the workshop where the steel sections have to be



The dome-shaped interior section

fabricated to strict tolerances. Perhaps the most notable feature of this outcome is the tastefully arched hollow sections which form the roof structure and the cantilevered staircase. The cruce roof was thoughtfully painted with matching Sunway College's colour of white with blue stripes which blend very well with the surroundings. s.

With the completion of the bridge, Sunway College students, Sunwayan and the general public shall be able to cross Jalan Selangor safely and leisurely. All these are made possible by our steel workers who have worked very hard during the construction of this project.

Besides being a structural steel contractor having done the work shops and quarry plants, PRK Sdn Bhd is also presently involved in the infrastructural works for Bandar Sunway.

THOMAS LIM TIAM SENG  
Perusahaan Ramli Kassim



# TEN GOLDEN RULES TO SUCCEED IN BUSINESS

A noted management consultant recently came up with Ten Golden Rules which he believes are the keys to success in business. Perhaps these will help to give you a great start in 1989.

## RULE 1

*"It is how you think and not what you think that makes the difference".*

The following story illustrates this point:

A father came home one day and told his two young children that he has a present for them in the backyard. The children rushed out excitedly to find out what it was, but all they could see were puddles of horse dung on the ground. One of them exclaimed in disappointment that their father had played a trick on them. But the other child said, "Wait a minute, if there are horse dung around, there must be a horse somewhere. Let's look for it". Sure enough, they found a pony, which had broken loose from its tether and wandered into some nearby bushes.

Very often, the most obvious answer is not necessarily correct. By analysing deeper and thinking an idea through we can discover new implications, new solutions and new opportunities. Therefore, how we think is very important.

## RULE 2

*"Ask what makes a good business rather than what business to go into".*

Consider this real-life story:

Towards the end of the 2nd World War, two U.S. servicemen were sitting in a truck and contemplating what they should do after the war ended. Instead of asking themselves what business to go into, they decided it was more important to first lay down the principles that make a good business. They came up with three guiding principles:

- i) In our business, we want to create an atmosphere of learning and personal growth;
- ii) We want to have attractive people work for us because attractive people attract other attractive people;
- iii) We want everybody involved to participate in the wealth of the business.

These two men are Ray Kroc, who start the McDonald's Hamburger chain, and Walt Disney, who built a huge entertainment empire. And true to their desire, they have also created countless number of millionaires in the process.

## RULE 3

*"Think Like A Winner"*

Some of the things that winners do are as follows:

- i) A winner surrounds himself, not with winners, but with people who cannot afford to lose. Then he will get commitment from these people rather than mere involvement;
- ii) Winners give information rather than hoard information. By so doing, they build respect, trust and cooperation;
- iii) Winners always do things better. They will even try to better their best because they know if "they quit being better, they quit being good".

## RULE 4

*"Learn To Think Big"*

All big fortunes are the product of big dreams. If you cannot imagine it, it is unlikely you will achieve it.

Matsushita once told his employees:

"I would allow you to make a mistake, but I won't allow you to think small".

## RULE 5

*"Believe In Excellence"*

If we constantly try to do things well, we are more likely to succeed than to fail.

## RULE 6

*"Think Long Range"*

Think far ahead, plan for the long term and lay strong foundation for the future. Be prepared for growth as well as business contraction. Neither of them last for very long. Go for steady growth for it lasts.

## RULE 7

*"Get The Best Management Talent Into Your Organization"*

Talent is a scarce resource and it makes the difference between mediocrity and excellence.

One cheap way to tap good brains is to have an effective Board of Directors.

## RULE 8

*"Be Innovative"*

Innovation involves:

- i) doing the same thing cheaper;
- ii) doing the same thing better, but with no increase in price;
- iii) finding different applications for the same thing;
- iv) finding new applications for the same thing.

## RULE 9

*"Be A Leader"*

A leader must be able to do the following three things:

- i) He must know and be very clear about where he wants to go;
- ii) He must be able to sell to others that the place where he wants to go is good and let them know what they will get out of it when they get there;
- iii) He must be able to convince others that he can get them there and show how he is going to do it.

Always remember this: People follow a leader voluntarily. People follow a boss because they have no choice.

## RULE 10

*"Learn to Change"*

The world is constantly changing, for better or for worse. Even so-called immutable economic doctrines have been proven fallible.

Therefore, we have to periodically review the way we do things. In fact, the single most important managerial attribute of the 1990's will be the ability to anticipate, recognise, respond to, implement and manage CHANGE.

As a final word of advice, please bear in mind that acquiring new wisdom is an exercise in futility if you do not have the wisdom to put them into practice.

ESTIPI

**David :** I heard you had a big fight with Mushtaq last month and had not been talking to him since then. What could possibly be so bad that the two of you have to break off your friendship that was built over the years?

**Mok :** It's all because of his curiosity!

**David :** Curiosity! What do you mean?

**Mok :** He is curious to know when I am going to return the \$50 I borrowed from him last 2 years.

MOK SEW WAH  
SungeiWay Management.





Welcome 1989

# NEW YEAR EVE GATHERING

It was 7.30 pm that night of the New Year Eve when about 100 executives, many with their spouses, gathered at Dato' Jeffrey Cheah's residence for a sumptuous dinner.

After dinner at 10.00 pm, everyone adjourned to the Cheah Disco where Dato' delivered his speech to commemorate the New Year. In his speech, Dato' Jeffrey Cheah thanked everyone present that night for their hard work and dedication to the Group and assured all staff that with their continued support the Group is now ready to face more challenging years ahead.

In his speech he also announced the promotion of his two top level executives. Mr Chew Chee Kin was promoted from Group General Manager (Operations) to Deputy Group Managing Director (Operations) and Mr Quah Siak Seng from Group General Manager (F & A) to Deputy Group Managing Director, (F & A). There was applause everywhere. Mr Chew Chee Kin and Mr Quah Siak Seng were later stormed by our executives,

handshaking and congratulating them on their promotions.

To inspire the Group's executives from the rank of Managers and above to work harder, Dato' then made an announcement that there will be a competition among them based on their contributions to the Group. The winner will win a prize of \$20,000 while the runner-up will get \$10,000. The result will be made known at the end of 1989.

For Mr Chew Chee Kin and Mr Quah Siak Seng, congratulations to both of them on their promotions.

After the speech, the Disco lights were switched on and the music started. Everyone took the opportunity to fill the disco floor and dance to the beat of the rhythm into the wee hours of 1989. For those who enjoyed drinking, beer and liquor were served until the morning. (For interview with Mr Chew Chee Kin and Mr Quah Siak Seng, please see page 19)

**MUSHTAQ HUSSIN**  
Human Resource Division



Welcome to the Cheah Disco



Nice surrounding, sumptuous food, fantastic company.



"Oh ... What a dance!"



Lady ..... lets dance







# SUNWAY COLLEGE FIRST ANNIVERSARY CELEBRATIONS

A number of charitable activities and fun events were organised by Sunway College Students Council in conjunction with the first Anniversary Celebrations.

## VISIT TO SELANGOR SPASTICS CENTRE

The two-week long celebration began with a visit to the Selangor Spastics Centre in Petaling Jaya on Saturday, August 13.

Spring cleaning is fun when it is done for a good cause.

In conjunction with Sunway College's first anniversary, 50 students armed with paints, detergents, brushes and mops recently spruced up the Spastic Children's Association School.

Agile students squeezed into little chairs to draw charts, alphabets and pictures or applied fresh coats of paints to wooden toys.

Steven Thiruneelakandan, a first year law student at Sunway, welcomed the opportunity to do social work.

"I have never worked this hard at home," he joked.

## FANCY DRESS FOOTBALL AND TELEMATCH

This fun-filled event took place on Wednesday, August 24 at the University Malaya. Students and staff of Sunway College and the Sungei Way Group competed against one another in various sports events while dressed in outlandish costumes. This was indeed the most exciting programme.



## OPEN DAY – FUN FAIR

The high point of the celebration activities was our "Open Day" on Saturday, August 27. Sunway College was transformed, for one day, into a carnival. Managed by the students, food, games and souvenir stalls were put up. Other highlights included the academic exhibition.



## BLOOD DONATION

On Thursday, August 25 Sunway College organised the blood donation drive for the University Hospital Blood Bank. A total of 92 staff and students donated blood.

## DINNER AND DANCE

The finale of this two-week festivity was the Dinner-Dance held on September 9 at the Hyatt Saujana Club. Students were all dressed "beyond recognition" and I mean, in really formal attire.





## Dato' Jeffrey Cheah Scholarships

To mark the occasion of Sunway College first anniversary, six university students enrolled in Sunway College's university twinning programmes, were awarded Dato' Jeffrey Cheah Scholarships.

Teh Cheng Gaik, Ooi Kock Aun, Tan Ying Kheong, Chow Yu Kong, Juliana Yim and Adeline Chong, won Sunway College's "Dato' Jeffrey Cheah" Scholarships, named after our founder of Sungei Way Group.

The Scholarships, which were established to recognize academic excellence at the College was given away by Datuk Mohd. Hussein Ahmad, the Director of Schools for Selangor at our Anniversary Celebration in August last year.

The Scholarships, which total M\$50,000, entitles the recipients to a full refund of the first year's tuition fees and free tuition for the second year at the College. The selection for the Scholarships are based entirely on academic merit and achievement at Sunway College for the preceding year. In addition to the money, certificates were also given to the winners in recognition of their fine achievement.



## Leicester University Scholarships

Two students, Sumitra Visvanathan and Juliana Yim, of Sunway College became the first recipients to receive the Sunway College Scholarships awarded by Leicester University of UK.

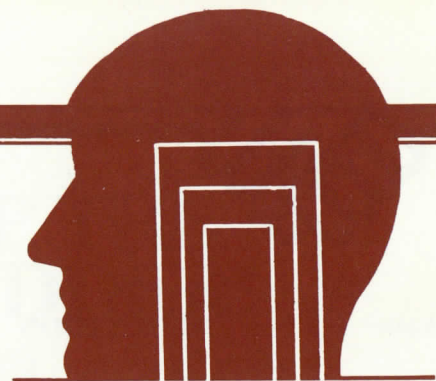
Sumitra, 20, and Juliana, 21, completed the University's first year Law degree programme in Sunway College.

Juliana Yim is the College's top student with many achievements to her credit. She was placed second overall in the combined Leicester University-Sunway College Law examinations list.

The Sunway College Scholarships are the first to be awarded by Leicester University to students enrolled in its degree programmes at Sunway College. The Scholarships are worth approximately M\$18,000 (or M\$9,000 per person for two years). The first batch of 29 students left for Leicester University on October 1, 1988.

Andrina Yeo

Sunway College



*From the desk  
of HRD*

# WORK PLAN FOR 1989

1. HRD has traditionally played a low-profile and passive role in the management of the SWG. It has basically performed the personnel and industrial relations functions perhaps not as positively as it should have. It has suffered from a lack of recognition by the subsidiaries, the employees and even top Management.

2. After responsibility for HRD was placed under GGM (Operations) in August 1988, the following areas (not in order of priority) were identified as action areas for HRD for the next three years:

- Manpower Planning
- Manpower Development
- Compensation Study and Recommendations
- Personnel Administration
- Industrial Relations
- Employee Welfare

3. For the period August - December 1988, the following priority areas were identified as crucial tasks to be accomplished by HRD:

**Personnel Administration:** improving and up-dating personnel records of all employees in the Group. To date, new formats for application and appraisal forms and new letters of offer have been formulated. In addition, the PPPM has now been completed and accepted by all PCMs/EXCO.

**Compensation Study:** a study was undertaken to facilitate a review of salaries/grades and terms and conditions of executive and non-executive staff to be made known to all employees. With the year end appraisal currently being undertaken, all staff members will be informed of their job grade the promotional prospects within their job category and benefits available.

4. For 1989, the HRD will build upon the new orientations and directions given to it and concentrate on the following areas:

- job analysis which will be preceded by job descriptions and specification.

This will be done in close cooperation with the PCMs and undertaken subsidiary by subsidiary.

- organizational charts will be obtained by the HRD for each subsidiary.
- based on the data above, a manpower and succession plan will be drawn up identifying management staff who have the potential for filling important positions in the organization.
- concurrently, analysis of the training needs of the staff of the various subsidiaries/divisions will be undertaken using information gathered above and in close discussion with PCMs.
- HRD will continue to improve personnel records and personnel functions by inter alia computerization of records, devising a standard and unique format for advertising job vacancies in the Group, leave record keeping (CARDEX system), etc. It will carry out recruitment and selection exercises as needed.
- HRD will also continue to play its role in industrial relations in the Group.
- HRD will continue to be responsible for the publication of the Berita Sungei Way.
- HRD will carry out its administrative duties in relation to mail, cleaners, stationery, etc.
- HRD will continue its usual training activities including:

- Annual Executive Seminar
- Lectures by outside personalities
- Training films
- Orientation of executives/non-executives
- Training sessions once every 2 months for secretaries/supervisors/clerks and other categories.
- Briefing on the PPPM for F & A Managers

5. HRD will also prepare a budget for its planned activities in 1989 as has been done in the past.



# WELCOME ABOARD

**NAME                      DESIGNATION              DATE  
JOINED**

## SUNGEI WAY CONSTRUCTION

1	Abdullah B Mohd Saad	Security Guard	01.08.88
2	Yew Chee Peng	Site Clerk	01.08.88
3	Zainal Abidin Md Derus	Site Clerk	01.08.88
4	Ng Chong Meng	Site Supervisor	19.08.88
5	Caroline Ng Mee Lien	Receptionist	17.08.88
6	Rahmat B Yahya	Driver	09.08.88
7	Kandasamy Govindaraju	Driver	09.08.88
8	Winnie Lim Guat Ching	Accounts Asst	25.08.88
9	Yasotha d/o Sellathuray	Clerk/Typist	16.08.88
10	Wong Wai Lin	Accounts Clerk	19.09.88
11	Ku Haris B Ku Mahmud	Asst Site Agent	02.08.88
12	Ooi Beng Huat	Project Manager	01.09.88
13	Normah Bt Hasnan	Clerk	01.08.88
14	Elya Sabarina Bt Ahmad	Clerk	25.07.88
15	Chai Sit Fong	Accounts Clerk	01.10.88
16	Koay Hean Khin	Asst Site Agent	12.09.88
17	Koh Kah Hing	Asst Quantity Surveyor	01.10.88
18	Ridzuan B Hashim	Supervisor	01.10.88
19	Hamzah B Hussain	Store Clerk	15.09.88
20	Rejandran s/o Sinniah	Driver	10.09.88
21	Law Ena	General Clerk	24.08.88
22	Lee Kian Leong	Site Supervisor	01.09.88
23	Low Foo Leong	Site Supervisor	20.09.88
24	Chin Kim Fun	Site Clerk	01.09.88
25	Saw Seong Keat	Asst Site Agent	01.10.88
26	Law Quee Sang @ Lau Kwee Sung	Asst Site Agent	19.09.88
27	Tham Wai Keong	Asst Site Agent	26.09.88
28	Selvaseelan s/o Dorairajoo	Machine Operator	24.08.88
29	Narsin B Mat Sin	Machine Operator	01.09.88
30	Amir B Adam	Machine Operator	15.08.88
31	Azmi B Abd Hamid	Driver	03.10.88
32	Wong Chai	Mechanic	10.10.88
33	Kali Kowandar a/l Kulandai	Mechanic	10.10.88
34	Eugene Chong Yu Ching	Site Supervisor	10.10.88
35	Bernard Ho Kok Hong	Asst Site Agent	05.10.88
36	V Narendra	Site Supervisor	15.10.88
37	Khoo Thien Lai	Costing Asst	01.12.88
38	Murgeya Krishnan	Machine Operator	15.11.88
39	Supramaniam s/o Raja Manickam	Machine Operator	15.11.88
40	Vincent Tan Kim Leng	Asst Quantity Surveyor	05.12.88
41	Mohamad Ashri B Omar	Site Clerk	01.11.88
42	Zubir B Mad Johan	Site Clerk	01.11.88
43	Md Zuki B Abd Halim	Site Clerk	01.11.88
44	Embat Mohammad	Tea Lady	01.11.88
45	Loke Siew Ling	Costing Clerk	15.02.89

## SUNGEI WAY TRANSPORT INDUSTRIES

1	Silvanathan s/o Sebastian	Tipper Lorry Driver	01.03.88
2	Chin Koo Hai	Tipper Lorry Driver	01.03.88

## JAYARATA

1	Mansor B Nordin	Security Guard	03.02.88
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## SUNGEI WAY QUARRY INDUSTRIES

1	Jillian Tong Ah Choon	Receptionist/Clerk	08.08.88
2	Tay Geok Lan	Credit Control Asst	22.08.88
3	Jesslyn Chan Chooi Yin	Confidential Secretary	18.08.88
4	Ho Chun Kut	Office Cleaner	01.08.88
5	Nellie Looi Joo Lee	Stenographer	01.09.88

**NAME                      DESIGNATION              DATE  
JOINED**

6	Low Chin Yoong	Lab Asst	01.09.88
7	Retanam Munusamy	Motor Grader Operator	01.09.88
8	Manickam s/o Periasamy	Security Guard	01.09.88
9	Sundramogam s/o Ramiah	Roller Operator	01.10.88
10	Tee Swee Hock	Sales Manager	22.10.88

## SUNGEI WAY CORPORATION

1	Ganesan s/o Somasundram	Security Guard	01.10.88
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## SW ENTERPRISE

1	Mervin Loh Thiam Fook	Credit Control Clerk	01.09.88
2	Mohd Zin B Musa	Security Guard	01.08.88
3	Lee Kok Mun	Apprentice	10.10.88
4	Ho Vui Soon	Accounts Clerk	26.10.88
5	Man Kiem Feng	Store Clerk	26.10.88

## SUNWAY COLLEGE

1	Tan Chai Tin	Lecturer	01.09.88
2	Toh Ai Geok	Computer Lab Asst/ Data Entry Clerk	01.11.88
3	M Daniel	Lecturer	01.11.88
4	Fan Ah Chye	Maintenance Asst	26.10.88
5	Yong Mei Mei	Clerk/Typist	16.11.88
6	Kim Siew Yen	Marketing Asst	15.11.88
7	Wong Chong Keng	Lecturer	01.12.88
8	Vijayan Pillay	Lecturer	16.11.88
9	Toh Jeh Nee	Lecturer	03.01.88
10	Ganeas Dorairaju	Lecturer	03.01.89
11	Cheah Seong Leang	Lecturer	03.01.89
12	Jean Monteiro	Lecturer	03.01.89
13	Lim Pui Lui	Lecturer	03.01.89
14	Leong Sau Kin	Lecturer	03.01.89
15	Yong Poo Ling	Lecturer	03.01.89
16	Jacqueline Ho Sook May	Lecturer	03.01.89

## SUN-MIX CONCRETE

1	Ho Wai Sum	Confidential Secretary	29.08.88
2	Khor Seen Loon	Accounts Clerk	01.09.88
3	ric Low Eng Beng	Sales Executive	15.09.88
4	Evelyn Quah Siew Fong	Credit Control Clerk	19.10.88
5	Ong Thean Kar	Sales Executive	07.11.88
6	Yeoh Siok Lin	Asst Accountant	16.01.89
7	Yew Hong Yan	Field Tech	18.11.89
8	Tan Bang Yih	Junior Mechanic	05.07.88

## SUNGEI WAY MACHINERY

1	Phang Leong Tian	Asst Supervisor	21.11.88
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## SUNWAY NURSERY AND LANDSCAPING

1	David Jayakumar Richards	Asst Supervisor	12.09.88
2	Low Ah Poh	Landscape Supervisor	21.11.88

## SUNGEI WAY RISK MANAGEMENT

1	Norlida Bt Nasir	Clerk/Typist	27.12.88
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## BANDAR SUNWAY

1	Marimuthu Nagan	Security Guard	01.08.88
2	Eramalingam s/o Murugiah	Security Guard	01.08.88



# UP THE LADDER!

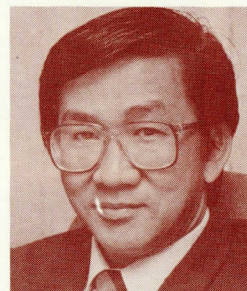
NAME	DESIGNATION	DATE JOINED
<b>GOLDENEX</b>		
1 Chan Yaw	Asst Production Superintendent	01.09.88
<b>SUNGEI WAY COMPUTER SERVICES</b>		
1 Nurlida Chiu Bt Abdullah	Clerk/Typist	01.11.88
2 Eddie Ng Choong Meng	Programmer	17.10.88
3 Choo Choon Teik	Analyst/Programmer	01.11.88
04 Karen Tang Pow Tiang	Analyst/Programmer	03.10.88
5 Kuan Tuck Wan	Programmer	10.10.88
6 Sathia Isvary	Programmer	01.11.88
7 Tee Kok Peng	Asst Systems Engineer	26.10.88
8 Chung Boon Ann	Programmer	14.11.88
9 Muthamil S Selvam	Office Boy	04.11.88
<b>SUNGEI WAY COMPUTER SERVICES (S) PTE LTD</b>		
1 Alpha Sarmian	Systems Engineer	01.01.89
2 Rokiah Bte Ahamed	Marketing Executive	26.10.88
3 Jolly Kang Kok Tiong	Systems Analyst	25.01.88
4 Philip Yip Chee Thim	Asst Mgr, Syst Engineering	01.03.89
<b>PRK</b>		
1 Lim Tiam Siong	Asst Site Agent	17.10.88
<b>SUNGEI WAY HOLDINGS</b>		
1 Maria Tan Wee Tuan	Stenographer	12.09.88
2 Lee Chun Yee	Finance Executive	01.10.88
<b>SUNGEI WAY LEASING</b>		
1 Steven Chan Chee Kean	Credit Control Executive	07.11.88
<b>HUMAN RESOURCE DIVISION</b>		
1 Lilian Goh Chye Lan	Clerk/Typist	05.09.88
<b>SUNGEI WAY PROPERTIES</b>		
1 Mohd Rosdizi B Kasbi	Supervisor	15.09.88
2 Lim Choon Leng	General Clerk	01.12.88
3 Christine Chow Saw Wai	Stenographer	07.01.89
4 Lew Siew Yen	Asst Accountant	16.01.89
5 Boon Suan Duan	Senior Project Executive	03.10.89
6 Jimmy Lau Ju Hue	Marketing Manager	03.01.89
7 James Loh Chee Yuen	Marketing Executive	16.01.89
<b>SUNGEI WAY MARKETING</b>		
1 Chew Yee Loong	Management Trainee	15.11.88
2 Cheong Voon Fatt	Store Asst	16.12.88
3 Chick Kok Wah	Sales Executive	03.01.89
<b>SUN-BLOCK</b>		
1 Tan Siew Meng	Machine Operator	01.11.88
2 Chan Siong Peng	Delivery Clerk	01.11.88
<b>JUARASAMA</b>		
1 Chua Choong Mann	Accounts Clerk	18.04.88
2 Kong Yock Moi	General Clerk	11.04.88
<b>SUNGEI WAY MARKETING (S) PTE LTD</b>		
1 David Goh Keng Poh	Systems Engineer	16.08.88



## Mr Chew Chee Kin: Promoted from Group General Manager (Operations) to Deputy Group Managing Director (Operations).

"I am grateful to the Group Managing Director for giving me this promotion. It is a good feeling to know that one's contribution is being recognised. I also want to take this opportunity to thank all managers and staff who have been working very hard with me and I want to share this moment of happiness with them and let me assure them that their contributions will be recognised."

With a very clear direction set out and a very good team in place, we are poised to move forward firmly and steadily. I am sure we will do well in the next few years. For our Group's employees, I would like them to work hard and work together as a team."



## Mr Quah Siak Seng: Promoted from Group General Manager (F & A) to Deputy Group Managing Director (F & A).

"This promotion was motivated by the need of the Group Managing Director to share more of his functions and responsibilities in view of the economic turn around and the expected opportunities that will be generated following the recovery of the economy."

I see the Group embarking once more on an expansion plan, but at the same time being mindful of the painful lessons that we have learnt during the recessionary period."

With this promotion too, opportunities are now created for an upward movement of our senior staff. There is therefore ample incentive for those who aspire to these positions to work hard at it, now that the vacancies are there."





Part of our 10 wheeler trucks

# SUNGEI WAY GROUP TRANSPORT INDUSTRIES SDN BHD

A 10 wheeler tipper truck



Sungei Way Group Transport Industries Sdn Bhd (SWGTI) was formed on 26th November 1984. Originally known as Sun-Mix Transport Industries Sdn Bhd (SMTI), it was changed to its present name on 30th May 1987 with a small fleet of 6 trucks. Four were stationed at Motivac Quarry Sdn Bhd in Paka, Terengganu and only 2 in Sungei Way to operate around the Klang Valley areas. Almost a year later 6 more trucks were added to the fleet and by last November yet another 6 more trucks were added making the total in the fleet to 18 units altogether.

The Company operates an all Hino fleet with second-hand ZM 312's for the first 12 units. The six units that were commissioned in November 1988 are all brand new FS 271 K's. All the trucks are rated at 20,000 tonnes GCW and fitted with 260hp EK-100 series diesel engines. All are 10 wheeler trucks equipped with 6 speed overdrive synchromesh transmission system. With most other transport companies offering similar services operating 14 ton trucks with timber bodies, the company's fleet of all-steel-body trucks is one of the most modern and biggest in its range ever used by a private company in Malaysia.

Productivity in this company is very high and the average utilisation per truck is 12 hours a day, working 7 days a week. To complement the high productivity rate, the company also enjoys a very high serviceability rate of over 95%. This is made possible due to its excellent maintenance programme.

The Company employs 22 people, excluding management staff and only 2 out of the total are administrative staff. Mr Ron Delaney is the Deputy Group General Manager in charge of the Company and Mr Frankie Ang who is also the Assistant General Manager - Production of Sun-Mix Concrete Sdn Bhd runs its operations. Mr Wong You Seng assists Frankie in the day-to-day running of the Company. Mr Larry Yap, the Assistant General Manager of Sun-Mix Concrete Sdn Bhd and En. Hussaini Bin Abdul Karim,

the Operations Manager, Sun-Block Sdn Bhd lend further support in terms of development and administration, respectively. Mr Lau Sam Toh, the Manager of Finance & Administration runs the Finance & Administration Department.

It is very interesting to know why the Company started with second-hand trucks and how these trucks were procured. The 1986/1987 recession affected the parent company, Sun-Mix Concrete Sdn Bhd, quite badly and quick solutions to problems faced then were worked out. The company then had a large fleet of 50 truck-mixers and it did not foresee all the fifty units to be fully utilised. A decision was made to cut down the number by six and as the demand for dumper trucks by companies within the group especially Sungei Way Quarry Sdn Bhd and Motivac Quarry Sdn Bhd was imminent it made good economic sense to operate all these six trucks as dumper trucks. So a conversion exercise was carried out and the first batch of dumper trucks commenced operations in March 1987. The Company eventually purchased another 6 used trucks from independent vendors. The good value of operating second-hand trucks was soon realised and the Company set out to look for more good condition second-hand trucks to add to the fleet. However all available used trucks then have been sold to other countries, viz, Thailand and Sri Lanka and new ones were purchased. For those interested in the price of trucks: a second hand truck, cab and chassis which cost \$30,000 in 1986 would now cost in excess of \$100,000 and a new one in 1986, with cab and chassis which cost \$100,000 would now cost \$200,000. To install an all steel body with a hydraulic unit costs an additional \$20,000+ per unit in 1986 while the same unit now costs \$30,000+.

Performance wise, the Company during the first nine months of operations made a modest profit. Return is expected to be quite good for the year 1988.

With demand on the increase both from in-house companies and from our friendly competitors in the construction and

building industry, the company's trucks will be kept working and be fully utilised. Expansion plans are on the way and, if everything works out, by 1990 it will grow to at least twice its present size.

When talking about SWGTI, it is inevitable that mention be made on The Sun-Mix Group, viz, Sun-Block Sdn Bhd and Sungei Way Marketing Sdn Bhd. Being wholly owned by Sun-Mix, it also shares the same philosophy and objectives.

Looking back at the years when the country's recession was at its worst, we can say that with synergy, some entrepreneurial skills, and a little bit of luck, losses can be turned into gains. In this case, Sun-Mix Concrete Sdn Bhd's temporary loss was SWGTI's gains and as the people and the resources are the same, the net gains go to the very same people and resources.

This speaks very well of the SungeiWay Group as a whole for being able to remain resilient in times of crisis and this very character is being emulated by its subsidiaries, viz, companies in the Sun-Mix Group.

1988 has kept up its promises in the true sense of "fatt-fatt". Sun-Mix Concrete Sdn Bhd has returned to making profits and with the added income from SWGTI has made this little group within the Sungei Way Group to be more and more noticeable. The baby in this little group, Sun-Block Sdn Bhd and Sungei Way Marketing Sdn Bhd with Thong Teck Yoong and Wong Fook Chai, respectively, taking charge are also giving a good impression and it will not be too long from now when we will see all these companies making a more positive contribution to Big Daddy - The SungeiWay Group.

SWGTI is also extremely grateful to all the companies within the SungeiWay Group especially Sungei Way Quarry Industries Sdn Bhd, Bandar Sunway, Sungei Way Construction Sdn Bhd, Motivac Quarry Sdn Bhd, and also the Sun-Mix Group for their endless support making the success of this company possible.

HUSSAINI ABDUL KARIM  
SUN-BLOCK SDN BHD