

CELEBRATING 20TH ANNIVERSARY OF PHILOSOPHY



“ We shall continue to face and solve social issues and create a new logistics ecosystem to meet the needs of society and to contribute in the creation of a prosperous society in the next era.

Yutaka Nagao



“ We believe everyone has a right to thrive. We focus on selfcare and wellness to protect one’s health and ability to earn an income to thrive with your family and loved ones.

Roger Barnett



“ By listening to their customers all the time, companies can ensure that they will always innovate and stand out regardless of the competitive landscape.

Mark Koay



HOME GROWN parcel delivery giant GD Express Carrier Bhd’s (GDex) is embarking on re-transformation to rejuvenate its systems and processes to scale to new heights. Established in 1997 as a small courier service provider focusing on document delivery, GDex was listed on the local stock exchange in 2005.

Over the years, GDex has helped countless companies reach their customers by fulfilling the last mile, thereby helping these businesses ensure the quality of their customer journey as well as forming strong partnerships with global company.

Among these companies are Shaklee Corporation, Photobook Worldwide (Malaysia) and Yamato Group from Japan.

Strengthening alliance

GDex’s second largest shareholder, Yamato Group, places emphasis on strengthening alliance with partner companies which have the advantage of business and assets in their respective countries.

“Yamato Group celebrated our 100th year in business in 2019, and 45 years have passed since we launched our door-to-door delivery service called Ta-Q-Bin in Japan,” said Yamato Holdings Co Ltd representative director, executive officer and president Yutaka Nagao.

“At this moment, we have questioned ourselves and are aware of the challenges that our current business is not suitable for customers and is out of touch with the times. In line with this, we have just drawn up a plan, Yamato Next 100, which is to transform ourselves by coming down on the side of customers and to be a company that meets customers’ current demand.”

To stand out in this competitive landscape, he said Yamato Group needed to transform into a management that can boldly address customer and social needs; shorten the gap between the management and the business field; and, think from the customers’ perspectives and respond with speed.

“We position sustainability as a core part and one of the infrastructure transforma-

PARTNERSHIP THAT BENEFITS CUSTOMERS

tions. Yamato Group will achieve the next level of being logistics-friendly to the environment, society and the economy by connecting people, resources and data.

“Yamato Group will aim for virtually zero CO2 emission by 2050, by introducing the use of electric vehicles and renewable energy, among others,” said Nagao.

He said a strong partnership with GDex via business collaboration and alliance will enable both companies to capitalise on each other’s strengths, and together expand to become the leading delivery company in the industry.

The right to thrive

Shaklee Corporation chairman and chief executive officer Roger Barnett said that this year, Shaklee celebrates 25 years in Malaysia, offering halal-certified nutritional supplements, beauty, personal care and biodegradable home care products.

“The Covid-19 global pandemic has made many of us rethink how we work, how to survive the economic impact to our business and if it is possible to future-proof our business.

“Customers are finding new ways to purchase, order meals and spend their time. For Shaklee, we were not spared any of these challenges and have to deal with the new norm.

“In January this year, we launched Shaklee.com.my, a mobile-responsive website that made it easier for our customers and Shaklee distributors to transact with the company.

“Our business partner GDex then helped ensure products were delivered even though

our seven shops and branches could not open during the MCO,” he said.

Shaklee regards GDex as a trusted business partner, “as we share important core values such as strong teamwork, being people-centric, and leveraging on innovation to deliver service at highest levels,” added Barnett.

“Our mission is to provide a healthier and better life for everyone. Headquartered in San Francisco, Shaklee has operated for 25 years in Malaysia, and 64 years in the US, guided by being focused on helping millions to claim their right to thrive, by securing their wellbeing through better health, and secure a better future, with a meaningful income.”

Preserving memories

Founded in 2005, Photobook Worldwide (Malaysia) is the largest ecommerce brand in South-East Asia specialising in personalised offerings such as photo books, home décor, canvas prints, stationery and cards, calendars, photo prints, and gifts.

“The post-Covid environment is actually positive for us as consumers become even more familiar with ecommerce and are on a constant lookout for new products and services to try online,” said its founder Mark Koay.

“As we continue expanding our operations abroad, we need to always understand the local market and consumers. That’s not always easy as we are currently focused on about 15 markets from Vietnam to Canada and they are all different.”

He said that as a tech company, Photobook

believes in innovation and solving customer’s problems.

“Our mission is to impact, shape lives, and preserve memories by making personalisation accessible to everyone. This means we are here to give our customers a truly impactful experience, regardless where they are, which is why we are very focused on growing abroad and becoming a regional champion,” he added.

On sustainability in Photobook’s operations, Koay said: “This is something that we take very seriously – from the raw materials we use (only FSC and PESC papers) to selecting partners and vendors who are equally committed in reducing their carbon footprint with us.

“Over two years ago, we started a project to reduce single use packaging and today more than 95% of our products do not contain any single use plastic.

“We are probably the first ecommerce company in Malaysia to not use plastic flyers in all our packaging. It was a challenge we threw our team and our logistics partners including GDex and we are proud to say that in the past two years we saved more than five million plastic flyers as a company.

“We’ve worked with GDex for more than eight years now and Photobook’s success in Malaysia is partly attributed to GDex’s success in improving ecommerce logistics in Malaysia.

“They were one of the earliest to invest in ecommerce and the industry is clearly reaping the benefits of their endeavours.

“We look forward to partnering with them for many more years and to take ecommerce to greater heights in South-East Asia.”



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