



# CELEBRATING 20<sup>TH</sup> ANNIVERSARY OF PHILOSOPHY



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HOMEGROWN parcel delivery giant GD Express Carrier Bhd’s (GDex) has been steadfastly serving customers in the country for the past two decades. Its early investors, too, have enjoyed spectacular returns since GDex’s listing in 2005.

While there is intense competition in the market, GDex is taking it in stride as it embarked on its own re-transformation to rejuvenate its systems and processes, beginning with a new philosophy: to scale to new heights.

Over the years, it has helped countless companies reach their customers by fulfilling the last mile, thereby helping these businesses to ensure the quality of the experience along the customer journey.

Among these companies are Astro GS Shop Sdn Bhd, which manages the 24-hour lifestyle shopping destination Go Shop. The platform, which curates products and services from its partners and merchants, promises to deliver the best product bundles for customers.

According to its chief executive officer Dr Grace Lee, it is increasingly vital for companies to be adaptable and agile to adapt to changes in today’s changing business environment. To do so, it is imperative that every supporting member of its ecosystem - from the employees of the company to business partners - espouses the mindset to challenge the norms of business and be open to changes.

Moreover, the fundamental goal is to provide a positive end-to-end experience to customers, be it selling products of good quality and value or providing seamless and friendly customer service.

While it is essential to keep up-to-date on competitors’ actions,

## HELPING BUSINESSES REACH CONSUMERS

she noted that companies should not lose sight of their top priority: the customers.

“At Go Shop, our commitment to our customers is and will remain the driving force of the company.

“One of the core competencies that we recognised early on was that an end-to-end customer experience is key, including the delivery of our products in a timely manner to our customers.

“Over the years, we were able to ensure that digital innovations in the warehouse management, last mile delivery and many others are aligned with Go Shop’s digital innovations.

“This has all been made possible by having a business partner that understands our needs and shares our commitment in providing a positive end to end customer experience to our customers,” she shared.

Atomy Malaysia Sdn Bhd country manager Sean Kim shared the same sentiments, noting that GDex has been an exceptional partner since 2016.

He said, “We have grown rapidly together in the past four years and we foresee that the growth will not decelerate at any time soon. We shall explore the opportunities together ahead in the future.”

Established in 2009, Atomy is a network marketing company that

conducts direct sales in 15 different regions including South Korea, with an annual revenue of US\$1.3bil (RM5.38bil) in 2019 and 10 million global members, as of July 2020.

Using a consumer-oriented network marketing strategy, the company finds products that are more competitive in quality and price through global sourcing, as compared to similar products distributed through other channels, for its customers’ benefit.

Its rapid growth is driven by its consumer-oriented strategy revolving around the concept of ‘absolute quality, absolute price’ as espoused by its founding chairman Han-Gill Park, as well as its focus on solidifying its foundation for sustainable growth anchored on three key values in its corporate culture: observing principles, growing together and sharing.

The direct selling company has created a reputation for itself by achieving a 0.08% return rate in the country and thus, it seeks to continuously bring the best products via its online shopping mall to its customers’ doorsteps with no hassle, which is where GDex plays a key role.

On its objectives, Kim said that the company is not focused on competition within the direct selling industry, but with mass mer-

chandisers and online retailers. It also seeks to transform consumer behaviour in purchasing goods.

### Eye on synergy

In addition, GDex also partners other logistics service providers such as SF Global Express (M) Sdn Bhd to better serve its customers.

“In the world of business there is always a need to be agile to survive the toughest market situation, especially in the courier logistic industry where we face dynamic challenges every day,” said SF Express overseas region - Malaysia country general manager Jason Kong, SF Express has partnered with GDEX for a decade thus far as both hold the same values in being trustworthy logistics providers with an aggressive growth vision to prepare for the future.

SF Express’ vision is to become the most trustworthy logistic-based business partner in every global market by upholding the principles of integrity and advocating honesty and keeping promises.

Besides that, it also places high emphasis on values such as quality and respect, innovation and inclusiveness, dedication to customer success, as well as openness and win-win cooperation.

“We strongly believe that these intangible values have been guid-

ing the company to the next level.

“I would categorise our working relationship as symbiotic that creates synergies that best serve Malaysia, South East Asia and the rest of the world.

“We’ve complemented each other with our strengths in different networks, core capabilities and strategic partnership.

“It’s our honour to work together with high quality, high output and high yield partners such as GDex to enable us to deliver the same vision and objective that best serve the Malaysian market,” he said.

SF Express, established in 1993 in Guangdong, China, is one of China’s leading comprehensive express logistics service providers that aims to provide customers with integrated and comprehensive logistics solutions via over 400,000 employees and 50 aircrafts globally. Its Malaysian arm was established in 2011, providing package pick-up service from all across Malaysia and cross-border express delivery service globally.

By working with partners like GDex, it helps ensure that SF Express can deliver on its promises, minimise customer disappointment and at the same time, enable it to build credibility to retain customers as exceptional customer service, for instance, is a core competitive advantage.



**GD Express Carrier Berhad**  
 Registration No. 200301028159 (630579-A)  
 No 19 Jalan Tandang, 46050 Petaling Jaya, Selangor Darul Ehsan Malaysia.  
 General Line : 03-7787 2222 | CS Hotline : 03-6419 5003 | Fax : 03-7785 6818  
 Website: www.gdexpress.com | Facebook: GDExpressSdnBhd | Twitter: GDEX\_Official

