

SNT GLOBAL LOGISTICS SDN BHD

Innovating Apparel Supply Chain with Integrated Logistics Solutions

Frost & Sullivan Case Study Series

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GLOBAL BUSINESS SERVICES

Globally, organisations that are optimizing their internal processes recognize the value of shared services or outsourcing models to achieve operational excellence and consistent user experience. By outsourcing non-core activities, companies now have the opportunity to focus more on value-added aspects of their business such as R&D, innovation and branding, while relying on experts in the field to manage the non-core areas. Based on Frost & Sullivan estimates, the global shared services and outsourcing (now known as Global Business Services) market is expected to grow at a CAGR of 6.5% to reach US\$625 billion by 2017.

Malaysia is emerging as a prominent player in the area of Global Business Services (GBS). Backed by strong government support, the booming sector has significant advantages to drive the industry further by attracting investments, and evolving to become a regional hub. This will help global companies consolidate their non-core operations and rationalise costs.

Through MDeC’s Multimedia Super Corridor (MSC) Malaysia, the government has supported the growth of the sector. The table below provides a snapshot of MSC Malaysia’s GBS sector.

REVENUE	REVENUE GROWTH	NO. OF COMPANIES	JOBS CREATED
RM13.9 BILLION (as end of 2014)	36% revenue growth in the year 2014 over 2013	343 MSC GBS companies (as on 2014)	76,989 value-add jobs created by MSC GBS companies (as on 2014)

MALAYSIA: UNIQUELY POSITIONED

Malaysia possesses some essential characteristics that make it unique and strategically relevant to become an important GBS hub to organisations aiming to incorporate GBS as a part of their business costs rationalisation.

 Positive Business Environment	 Government Support (EPP)
 Location Advantage	 Political Stability
 Excellent Physical Infrastructure and Utilities	 IP Protection
 Multilingual Competencies	 Attractive Tax Rates
 High-Speed Broadband	 Talent Pool

RANKS  **18TH**

Ease of Doing Business (2015)
- World Bank

 **3RD**

Global Services Location Index (2004 - 2015) 11 years in a row
- AT Kearney

 **6TH**

Global Competitiveness Index (2014) (6 in APAC/20 in the world)
- World Economic Forum

MALAYSIA GROWING AS A LOGISTICS HUB IN SOUTH EAST ASIA

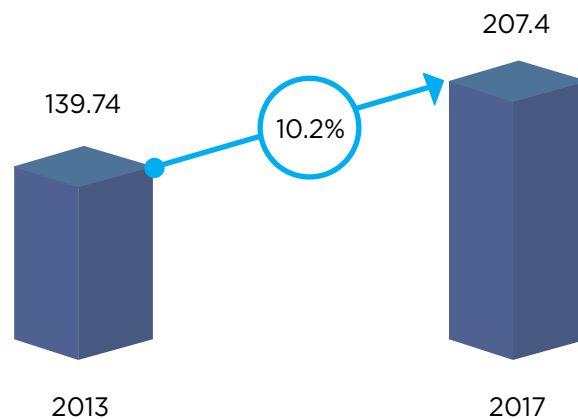
Malaysia is establishing itself as an attractive business spot for major logistics companies and global manufacturers. The Malaysian logistics industry is a large growth area catering to customers involved in various services ranging from individual transport and storage solutions to end-to-end supply chain management (SCM) services.

The transport and storage subsector contributed approximately 3.7% or RM30 billion to the GDP in 2014 and 6.5% to the services sector value-add.¹ Based on Frost & Sullivan estimates, Malaysia’s logistics industry is projected to grow from RM139.74 billion in 2013 to RM207.4 billion at a compound annual growth rate (CAGR) of 10.2% by 2017.

Figure 1: Malaysia Logistics Industry Size Forecast (2013-2017)

Source: Frost & Sullivan

MALAYSIA'S LOGISTICS INDUSTRY (RM BILLION)



There is a growing trend to outsource logistics activities in Malaysia as more companies seek out providers with a presence in the country and the South East Asian region as well as warehouses to enable swift movement and storage of consignments. Opportunities for Lead Logistics Providers (LLPs) are increasing in Malaysia as they act as a single point of contact with the client and manage multiple service providers through alliances and partnerships.

Recognising the impact of logistics on the environment, LLPs are now focusing on the importance of green logistics to move and distribute consignments at the lowest possible cost while maintaining standards and minimising environmental impact in the process. Efforts include more efficient use of fuel and cutbacks in consumption of power, water, paper and other commodities as well as lower CO2 emissions.

¹ Tenth Malaysia Plan: 2011-2014

SNT GLOBAL LOGISTICS DELIVERING COMPELLING VALUE TO CLIENTS

As a premier Lead Logistics Provider (LLP) in the South East Asian region, SnT Global Logistics provides logistics services at competitive price, scalable and reliable services as well as compliance to customer's service level and requirement, adding significant value for its clients.

SnT Global Logistics provides cost effective logistics outsourcing solutions to its clients via a single point of contact with continuous innovation and integration of people competencies, efficient processes and state-of-the art technologies.

The **warehousing** facilities totals about half a million square feet of professionally managed and secure storage space across five locations in Malaysia and Singapore. The facilities consist of an extensive product range, centrality of locations, state-of-the-art garment racking system and strong security.

Transportation and Distribution: SnT Global Logistics manages a fleet of vehicles in Malaysia and Singapore that includes trucks, vans, prime movers and containers. Its transportation and distribution services feature on-time delivery, cross-border operations, trained and experienced transporters and sophisticated GPS tracking systems.

Freight Forwarding and Management: SnT Global Logistics services encompass one-stop freight support, expertise in customs clearance and compliance, expert forwarding services and strategic freight partners worldwide. SnT freight services in Asia covers China, India, Vietnam, Singapore, Thailand, Taiwan, Philippines, Australia, Korea; and its partnership with GIST Ltd covers Europe and US.

SnT Global Logistics delivers value-added services such as:

- Labeling and packaging
- Pick, pack and merge
- Product returns management
- Last mile delivery
- Hamper Packaging

The company's award-winning **Hosted e-Logistics Platform (HeLP™)** acts as a technology enabler to effortlessly integrate warehousing and delivery services to clients' existing business processes, helping them achieve a new level of supply chain efficiency. The HeLP™ software solution is designed to enable seamless integration of lead logistics services into subsisting business processes, from order management to distribution.

CLIENT SUCCESS STORY

Client - Asia Brands Bhd

Asia Brands manufactures and distributes ladies' intimate wear, baby products and children and adult wear. The company is listed on Bursa Malaysia.

<p>PROBLEM FACED/BACKGROUND</p>	<p>Asia Brands wanted a cost effective outsourced warehousing and transportation solutions to meet the distribution needs through its multiple branches, retailers, hypermarkets and online sales. Since the company was also considering expansion, it wanted a solution that was scalable to meet its business needs. Asia Brands also desired the capability to have greater visibility for its orders and products from the manufacturer to their final destination to help it identify bottlenecks and address them to enhance service levels.</p>
<p>CLIENT CONSIDERATIONS</p>	<p>Asia Brands was seeking a solution that enabled the company to streamline its existing business with the use of technology. It was also looking for innovative supply chain solutions to improve service levels in terms of KPIs such as fulfillment rates, inventory visibility, proof of delivery and delivery times. Cost-effectiveness of the solution was another critical consideration for Asia Brands.</p>
<p>SOLUTION PROVIDED</p>	<p>SnT Global provided Asia Brands with the Total Integrated Logistics services that included warehousing facilities, distribution and freight forwarding. The Integrated IT system enabled full visibility of fulfillment in tracking goods. The solution was provided in a short cycle-time with the highest customer service. The solution also offered the scalability needs of the organisation going forward.</p>
<p>KEY BUSINESS BENEFITS</p>	<p>Asia Brands achieved the following benefits from the SnT Global solution:</p> <ol style="list-style-type: none"> 1. Significant improvement in client fulfillment rates. 2. Enhanced cost savings. 3. Timely and accurate visibility of information flow. 4. Scope for scalability of the solution as required at a later stage.

FROST & SULLIVAN COMMENTARY

“Since 2006, SnT Global has steadily grown its presence in Malaysia and Singapore, emerging as a key Lead Logistics Provider in South East Asia. SnT Global leverages in-depth expertise across a broad range of sectors to provide services that are customised to suit the unique requirements of clients.”



SNT Global Logistics Sdn Bhd is a Lead Logistics Provider under the SNT Global Group of Companies that offers total logistic services focusing on all elements of supply chain management through a single point of contact, including warehousing, transportation and distribution, freight and forwarding. As one of ASEAN’s leading logistics company, our lead logistics solutions encompass more than just physical delivery or warehousing-related functional services.


We provide IT-enhanced, logistics business process outsourcing (BPO) service that stretches from the vendor to the end customer. Our expertise is in providing lead logistics management services for sectors such as information and communication technology (ICT), fast-moving consumer goods (FMCG), apparel, consumer electronics, paper, bio-pharma and e-commerce. SnT Global has obtained pioneer status recognition from the Malaysian Investment Development Authority (MIDA) as an Integrated Lead Logistics Service Provider that provides services spanning across the entire supply chain.


COMPANY FACTSHEET:


COMPANY NAME	SnT Global Logistics Sdn Bhd
CORE BUSINESS	Lead Logistics Provider, Freight Forwarding, Transportation
MAJOR SUB-SECTOR FOCUS	FMCG, Consumer Electronics, Bio/Pharma, E-Commerce, Apparel & Fashion
MAJOR CLIENTS	Anakku, Robinsons, Marks & Spencer, CNI
COMPANY PRESENCE	Malaysia & Singapore
NUMBER OF EMPLOYEES	200 employees


COMPANY CONTACT DETAILS

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ABOUT MDeC

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

In 2011, 15 years after the introduction and successful implementation of MSC Malaysia, Multimedia Development Corporation (MDeC)'s mandate was broadened by Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. Following this, in 2012, Digital Malaysia was officially unveiled as the national transformation programme to achieve this aim.


Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. It will drive wealth creation, stimulate efficiently and enhance quality-of-life by harnessing and building upon Malaysia's varied ICT initiatives, resulting in a nation that connects and empowers government, business and citizens through a vibrant and demand-focused digital ecosystem.


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