

# Azman Hamzah Plastik Sdn Bhd (AHP)



For over twenty years, Azman Hamzah Plastik Sdn Bhd (AHP) has defied the odds in the automotive industry and as things currently stand, they are now a much trusted producer of plastic injection moulding (PIM) for some of the biggest names in the automotive industry such as Proton, Perodua, UMW Toyota, Isuzu, TS Lear and Delloyd Industries just to name a few. Apart from having the expertise in producing products for industrial automotive, the company's products are also available for the local electrical goods industry. The main factor behind AHP's survival and success within the industry lies within its Quality Management System. The implementation of the said system portrays AHP's commitment towards maintaining the highest quality of its

products' processing and production; while concurrently provide optimum satisfaction to its customers, in line with the company's motto.

2010 was an excellent year for AHP when their financial profits showed a remarkable improvement, from the previous year's RM37 million to RM49 million in 2010. The company had also received several awards and recognitions such as "Best Vendor Platinum Award 2010" from Proton, "Outstanding Delivery Performance Award 2010" from TS Lear, "Industry Excellence Award 2010" from MITI and numerous others. Moreover, AHP's quality systems management has been recognised with ISO 9002 (in 1996), QS 9000 (in 2001) and TS 16949 (in 2004) from SIRIM. In order to increase the competitiveness of AHP in order to remain relevant in the industry, the company also focuses on plastic products which have a more modern industrial design to attract more customers. Indeed, the quality and efficiency in production have conspired to make AHP as a successful SME.

The company's manufacturing operations are managed via its two

plants in Shah Alam, Selangor and one in Tanjong Malim, Perak. Each factory plant operate a three-shifts per day schedule and handles various processes such as ultrasonic welding, vibration welding, hot plate, tooling fabrication, vacuum foaming, *kimekomi*, painting, fabric laser cutting and lastly, installation of the product. In order to stave off challenges and to ensure customer satisfaction, AHP conducts keen Research & Development initiatives so as to produce newer and more innovative products to the market. Through the fusion of these high-tech machines and computer software systems, AHP is able to produce more than 400 kinds of plastic products including indoor & outdoor plastic components of cars.

Through the significant additions of modern and sophisticated tooling facilities, AHP were able to offer attractive prices to its customers for each of their products, and this was also due to the company's good management of its costs. This highlighted what is essentially one other aspect of AHP's secret towards longevity and success - their strong and shrewd financial management quality.

Among the measures taken to improve the company's financial performance, AHP has taken towards utilising revolving credits of MIDF's Soft Loan Scheme for Automation and Modernisation (SLSAM) in order to assist the company's fast-paced daily finances in lieu of the rapid business operations. It is noteworthy to note that AHP's loan was approved within a short time frame by MIDF given the encouraging performances of AHP.

MIDF has contributed to some extent through the financial assistance of AHP in terms of loans at a very competitive interest rate. With their decent cash flow, AHP were able to focus entirely on improving productivity and quality of its products. As with most companies, AHP also chose to apply for MIDF's financial assistance, and this being based on a multitude of factors, chief among it revolves around the much competitive monthly payment rates – in comparison to the ones offered by conventional banking and Islamic banking within the market. The financing is structured to allow repayment being made over what is deemed as a reasonable amount of time while also taking into account the cash flow of the company itself. Apart

from the attractive package structured by MIDF, AHP were confident with MIDF's reputation in helping many domestic businesses and also other SMEs to establish and grow their businesses successfully. AHP also took into account the reputation of MIDF as a savvy institution with abundant experience on the financial needs of services-based companies.

Azman Hamzah Plastik Sdn. Bhd. (AHP), established in 1989 with its first factory located in Shah Alam, continues its success story within an uncompromising industry and seeks to reach their successes of 2010, if not to better it.