

RightOnTrack Sdn Bhd

The success of RightOnTrack Sdn. Bhd. gives ample proof to the fact that a business could use innovation in many a numerous way, even in the most pioneering of circumstances. As the saying goes, one's man troubles are simply an opportunity to another, especially when the troubles involve companies facing problems of internal strife and productivity, or lack thereof; not to mention frauds and theft of assets that simply affects the cost and operations of the said company. Hence, it is for those very reasons Arif Fahmy Khan decided to found RightOnTrack Sdn. Bhd roughly six years ago, with the sole objectives of providing services catering to the aspects of managing and tracking of a company's assets and vehicles - be it on land or at sea, RightOnTrack subscribes to its name.

With its various self-developed technological solutions modules, RightOnTrack is able to track the positions and destinations of huge transportations and human beings in

real time, monitor as well as identify oil consumptions of its vehicle, solve cases of vehicle theft and identify level of company staffs' productivity. The services offered by RightOnTrack allows for companies to exercise better control of its management, save costs and time, in addition to improving customer service procedures and ensure the safety and security of company assets. To date, most of RightOnTrack's customers have engaged in the company's services in order to monitor the efficient use of oil as well as keeping abreast of their drivers' route patterns. Besides these services, RightOnTrack is also ready and willing to develop further products that specifically tailor to their clients' needs given that the software devices are developed by the company itself.

According to Arif, RightOnTrack are not in the industry to merely be participants but rather they possess grander aims of becoming a catalyst within their respective industry. "As a business entity, RightOnTrack is not a company that simply imports low quality products from overseas and then simply install it on the vehicle. What we actually do is that we cooperate with local

manufacturers in developing the hardware and software of our devices. We aim to offer a more transcending and pioneering type of service, not to mention that we find our methods to be a most cost-effective approach as well as allowing us to guarantee the quality of our products personally," he motioned, given his extensive background within the field prior to opening his own business venture. He now looks at the extent of his organisation with much joy as RightOnTrack manages more than 5,000 vehicles belonging to large corporations as well as small and medium enterprises. For Arif, the company is well-placed to continue its upwards march towards prosperity. Their achievements render it that on average, they add around 1,000 vehicles under their stable per year and thus far, large trucks are still their biggest operators, followed by buses, boats and trains.

The ability of RightOnTrack to develop their own products is what impresses their clients the most, not to mention its assistance maintaining organisational productivity. The company is also looking into expanding its wide array of services in Penang and Johor Bahru

respectively, having just seen its services take off in Sabah and Sarawak. After just over five years of operation, RightOnTrack now has its own building to allow for its operations to be managed synchronously under one roof as well as enabling for the purchasing of software and hardware equipment to specifically tailor to clients' demands. The financial assistance accrued from MIDF, via the Soft Loan Scheme for Small and Medium Enterprises (SLSME) and Soft Loan Scheme for Services Capacity Development (SLSCD) initiatives have definitely played a major role.

The story of RightOnTrack has indeed been a pioneering adventure as more and more businesses look into the business path that it has threaded. Companies inspired by story of RightOnTrack have looked to follow in their footsteps via the SLSME and SLSCD initiatives. The SLSME initiative is aimed at encouraging the development of small and medium enterprises in Malaysia - both new and existing companies - by offering loans for purchase of factory buildings, business premises, machinery, tools, equipment and working capital. Meanwhile, the

SLSCD initiative helps local companies improve its value-added activities, productivity and efficiency of services, enabling them to compete competitively with foreign companies following the liberation of the markets within the services sector.

What mainly attracted RightOnTrack to MIDF's schemes were the latter's complete package offerings that suited most companies' needs in expanding further whilst not overextending themselves, in addition to its attractive fixed rates, the lowest in the market especially during the repayment periods. "The initiatives offered by MIDF were more than good enough for RightOnTrack, it suited with our preparations to expand in Malaysia and overseas," quoted Ariff as RightOnTrack looks to an even brighter and challenging future by targeting to penetrate the ASEAN market via feasible cooperation with interested partners.