

# The iCON

**GAB<sup>D</sup>**  
GUINNESS  
ANCHOR  
BERHAD



SOLAN A/l CHAKRAVERAN  
TGIF Hartamas Shopping Centre



YONG CHOONG WOOI  
Coco Pub



VIJAIAN A/l BALOO  
Laundry Bar



ALVIN HENG MENG HUA  
Zouk Club



RONALD I TERRE  
TGIF Subang Parade



HEROs AT WORK  
'HERO' DI TEMPAT KERJA



NUR SHAHADA LIM @ BEE HWAN  
Chilli's Empire Subang



MOHD NIJAM BUJANG  
7atenine



ANDREW CHEAH WENG HOE  
Bamboo9



JASON SEBASTIAN ANTHONY  
Jarrod & Rowlins



KHAIRIL ANUAR BIN MAHADI  
Bossa Nova, Parkroyal KL

**How We Have Changed**  
Bagaimana Kami Berubah

**Accelerating As One: NCC 2010**  
Maju Bersama: NCC 2010

# With The Changing Years Musim Yang Berubah-ubah



ONG PING PING

Every time I see my son, it reminds me that the world is ever changing, ever moving forward. It is both sobering and exciting to know that the old order naturally passes away and makes way for the new. So much has the world changed that we no longer think in terms of distance but of time.

We in GAB, too, have changed. Because the change has been so gradual, you might not have realised it. It is therefore appropriate that in this issue of ICON we take time out with a few of our directors and some of our more senior colleagues to review some of the changes and growth we have experienced in the past few years.

Through the GAB HERO Academy programme, we show our commitment to advocating positive change for our trade partners. On June 22, we unveiled the winners of the programme, all of whom have demonstrated improving excellence in their workplace and throughout the whole Academy curriculum. Two of them will be going to Australia, and two to Singapore, to further their trade education. Please join me in wishing them the best of luck.

Of course, we have seen so much change and growth in other areas as well. We have seen new additions to the senior management team, organisational restructuring, the NCC, the clean sweep at the Putra Brand awards, the start of the FIFA World Cup - and so much more. The GAB Foundation has also been hard at work, with Biodiversity Day activities - even soaked with rain, everyone enjoyed themselves. In addition, many children have been educated through the Storytime with GABBY initiative in our branch offices.

The new financial year promises to be exciting, challenging and event-packed. I hope you are all looking forward to it as much as I am.

Setiap kali saya melihat anak lelaki saya, ini mengingatkan saya bahawa dunia ini sentiasa berubah, sentiasa menuju ke hadapan. Ini menakjubkan dan juga menakutkan saya untuk mengetahui bahawa setiap generasi mesti berundur untuk generasi akan datang. Dunia ini telah berubah sehingga kita tidak lagi berfikir tentang jarak, tetapi jangkamasa.

Kita di GAB juga telah berubah. Kerana perubahan ini secara berperingkat, anda mungkin tidak perasan akan kemajuan yang telah dicapai. Oleh itu, dalam isu ICON ini, kita bercakap dengan beberapa pengaroh GAB dan beberapa rakan sekerja yang lebih berpengalaman, untuk meninjau perubahan dan perkembangan yang kita telah mengalami tahun-tahun ini.

Sepanjang program Akademi HERO GAB, kita telah menunjukkan dedikasi kita untuk mengadakan perubahan positif bagi rakan kongsi niaga kita. Pada 22hb Jun, kita mengumumkan para pemenang program ini, yang telah menunjukkan kecemerlangan di tempat kerja mereka dan sepanjang kurikulum Akademi. Dua daripada pemenang tersebut akan pergi ke Australia, dan dua ke Singapura, untuk meneruskan pengajian mereka. Marilah bersama saya mengucapkan selamat berjaya kepada mereka.

Semestinya, kita telah melihat pelbagai perubahan dan pertumbuhan di dalam bidang lain. Kita telah melalui pertambahan kepada pasukan pengurusan besar, pengstruktur semula organisasi, NCC, kemenangan secara keseluruhan di Putra Brand Awards, kemulaan Piala Dunia FIFA - dan banyak lagi. Yayasan GAB juga berkerja keras, dengan aktiviti-aktiviti sempena Hari Biodiversiti - walaupun basah kuyup, semua orang berseronok. Di samping itu, ramai kanak-kanak di 'edu-tain' melalui inisiatif "Storytime with GABBY" di pejabat-pejabat cabang kita.

Tahun kewangan baru ini dijangka untuk menjadi tahun yang menarik, mencabar dan penuh dengan aktiviti hebat. Saya berharap bahawa anda semua bersedia dan menjangkanya seperti saya.

ONG PING PING

Corporate Communications &  
Corporate Responsibility Manager  
Pengurus Komunikasi Korporat &  
Tanggungjawab Korporat

## Talk to Us / Beritahu kami

If you have any information, questions or just something interesting to share with your colleagues in GAB, call or write to us.  
Jika anda ada maklumat, soalan atau sesuatu yang menarik untuk dikongsi bersama rakan-rakan sekerja di GAB, hubungi atau tulis kepada kami.

The Editor / Pengarang

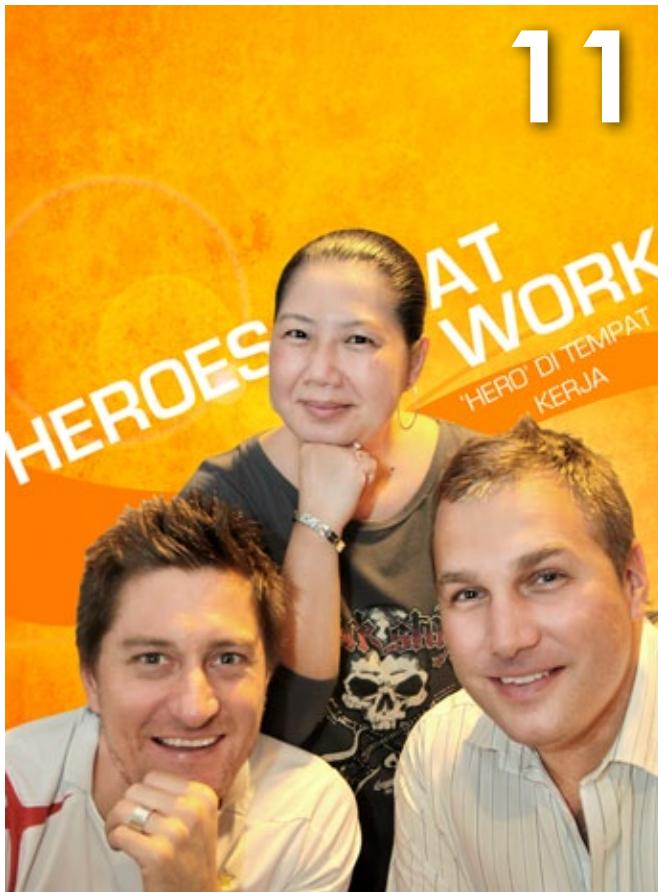
The ICON

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Renuka Indrarajah



Low Teng Lum



Carolyn Shamini



April 10, 2010

### World Beer Cup

The recent World Beer Cup, also known as the 'Olympics of Beer', was held at Boulder, Colorado. TIGER Beer won gold in two categories. TIGER Lager Beer won gold in the International – Style Lager category and TIGER Crystal won gold in the Australasian, Latin American or Tropical – Style Light Lager.

April 10, 2010

### World Beer Cup

"World Beer Cup", juga dikenali sebagai 'Olimpik Bir', telah diadakan di Boulder, Colorado. Bir TIGER telah memenangi emas dalam 2 kategori. Bir TIGER memenangi emas dalam kategori Bir Antarabangsa dan TIGER Kristal memenagi emas dalam kategori Bir Ringan 'Australasian', Amerika Latin atau Tropikal.



April 17, 2010

### Eco-Urban Challenge

15 teams from GAB participated in this event that was held around the Klang Valley. Participants had to travel to Brickfields, Petaling Street, Central Market then back to the brewery by LRT. While doing so, they had to tie flowers, drink *mata kucing*, collect key chains and run through an obstacle course while taking a quiz.

April 17, 2010

### Cabar Eco - Urban

15 pasukan daripada GAB telah menyertai acara ini yang diadakan di Lembah Klang. Para peserta dikehendaki pergi ke 'Brickfields', Jalan Petaling, Pasar Seni dan kembali ke kilang bir menggunakan LRT. Dalam perjalanan mereka ke kilang bir, para peserta dikehendaki mengikat bunga, minum mata kucing, mengumpul rantai kunci dan melalui halangan sambil mengambil kuiz.



May 8, 15, 22, 2010

### Storytime with Gabby

As part of the GAB Foundation's Environmental Conservation pillar, GAB Foundation held an exciting storytelling session for children of GAB staff and their friends in Ipoh, Seremban and Melaka to increase their knowledge in water conservation. Conducted by professional storytellers, the children were thrilled and excited with the stories and fun activities that were held during the session.

Mei 8, 15, 22, 2010

### Masa Bercerita dengan Gabby

Sebagai sebahagian daripada tunggak Penjagaan Alam Sekitar Yayasan GAB, yayasan tersebut telah mengadakan sesi bercerita untuk anak-anak kakitangan GAB dan kawan-kawan mereka di Ipoh, Seremban dan Melaka untuk meningkatkan ilmu mereka terhadap pemuliharaan air. Sesi tersebut dijalankan oleh tukang-tukang cerita profesional dan kanak-kanak yang menyertai sesi tersebut amat gembira dan teruja dengan cerita dan aktiviti menarik yang diadakan pada sesi itu.



May 18, 2010

### Supply Chain Appreciation Lunch

The Supply Chain Department held an appreciation lunch at the Tavern for the internal auditors for ISO/HACCP/5S, as well as the taste test panel, to recognize their invaluable services over the year.

Mei 18, 2010

### Tanda Penghargaan Jabatan Rangkaian Bekalan

Jabatan Rangkaian Bekalan telah mengadakan sesi makan tengah hari di "Tavern" sebagai tanda penghargaan kepada juruaudit dalam untuk ISO/HACCP/5S dan panel penguji rasa untuk menghargai jasa mereka.



May 22, 2010

### Biodiversity Day

In conjunction with World Biodiversity Day, GAB Foundation (GABF) collaborated with the Global Environment Centre (GEC) to restore Pencala River at Taman Persekutuan Bukit Kiara, TTDI, Kuala Lumpur. More than 60 people participated in the event, consisting of GAB staff and GEC volunteers as well as various government bodies. Participants helped to complete the restoration works with tree and herbs planting, habitat creation, tree tagging and river clean up activities.

Mei 22, 2010

### Hari "Biodiversity"

Sempena Hari Biodiversiti, Yayasan GAB (GABF) bekerjasama dengan "Global Environment Centre" (GEC) untuk memuliharkan Sungai Pencala yang terletak di Taman Persekutuan Bukit Kiara, TTDI, Kuala Lumpur. Lebih daripada 60 peserta telah menyertai acara tersebut. Para peserta terdiri daripada sukarelawan GABF dan GEC, serta badan kerajaan yang berkaitan. Para peserta telah membantu proses pemulihan dengan penanaman pokok dan herba, penciptaan habitat, penamaan pokok dan aktiviti membersihkan sungai.

## Berita terkumpul dari Mei & April, Mei & Jun 2010

May 24-27, 2010

### National Commercial Conference (NCC)

The 4-day event was held at Putrajaya Marriott Hotel and was participated by GAB employees from all over Malaysia. Many activities were held over the 4 days, such as a gala dinner, various training sessions, workshops and so on.

Mei 24-27, 2010

### Persidangan Komersial Nasional (NCC)

Persidangan 4-hari ini diadakan di Hotel Marriott Putrajaya. Kakitangan GAB dari seluruh Malaysia telah menyertai persidangan tersebut. Pelbagai aktiviti seperti makan malam 'gala', sesi latihan dan 'workshop' telah diadakan sepanjang persidangan tersebut.



May 25, 2010

### Champions Stars League

33 Malaysians, consisting of HEINEKEN trade partners, media and consumers, were given an experience of a lifetime to watch the final between Bayern Munich and Inter Milan in style. The group was split into 2 teams, where one group was sent to Beijing for the HEINEKEN Star Experience viewing party and the other was sent to Madrid to watch the final at the Santiago Barnabéu Stadium.

Mei 25, 2010

### Liga Juara "Stars"

33 rakyat Malaysia yang terdiri daripada rakan perniagaan HEINEKEN, media dan pelanggan HEINEKEN, telah diberikan peluang untuk menonton pertandingan akhir di antara Bayern Munich dan Inter Milan. Kumpulan tersebut dibahagikan kepada 2, di mana satu kumpulan dihantar ke Beijing untuk menikmati parti "HEINEKEN Star" dan satu lagi dihantar ke Madrid untuk menonton pertandingan di stadium Santiago Barnabéu.



June 1, 10, 11, 2010

### Distributor Engagement Forum

The Distributor Engagement Forum was held at Melaka, Petaling Jaya and Penang, where distributors from each region gathered to discuss issues related to their business. The forums had an overall attendance of over 100 distributors. During the forums, there were presentations and Q&A sessions.

Jun 1, 10, 11, 2010

### Forum Perbicaraan Pengedar

Forum Perbicaraan Pengedar diadakan di Melaka, Petaling Jaya dan P.Pinang. Para pengedar dari setiap rantau telah berkumpul untuk membincangkan hal-hal mengenai perniagaan mereka. Lebih daripada 100 pengedar telah menyertai forum tersebut. Semasa forum tersebut diadakan, sesi soal jawab dan beberapa pembentangan telah diadakan.



June 11, 2010

### TIGER FC – World Cup Kick Off!

To celebrate the opening of the World Cup, TIGER FC organised a World Cup Kick Off event. It was held in Upper Penang Road, Penang, The Laundry at The Curve and SOUL'ed Out at Desa Sri Hartamas. It was an event filled with various fun activities. There were large screens for people to watch the opening match from.

Jun 11, 2010

### TIGER FC – Permulaan World Cup!

Untuk menyambut perasmian World Cup, TIGER FC telah mengadakan acara World Cup Kick Off. Ia telah diadakan di Upper Penang Road, P.Pinang, "The Laundry" di "The Curve" dan "SOUL'ed Out" di Desa Sri Hartamas. Pelbagai aktiviti menarik telah diadakan sempena acara tersebut. Skrin besar terbentang untuk orang menonton majlis perasmian tersebut.



June 22, 2010

### HEROs Of The Year

The HERO Academy "HEROs of the Year" awards ceremony was held at The Tavern where winners of the HERO Academy were announced and awarded with their prizes. The top 10 HEROs, Academy trainers, outlet managers and owners, GAB employees and the media attended the event.

June 22, 2010

### HEROs Of The Year

Upacara anugerah "HEROs of the Year" telah diadakan di "The Tavern", di mana para pemenang Akademi HERO telah diumumkan dan para pemenang dianugerahkan hadiah mereka. 10 Heroes yang terbaik, para pelatih Akademi, pengurus dan pemilik perniagaan, serta kakitangan GAB dan ahli media telah menyertai upacara tersebut.



# People, Brands & Performance

MEMO

CHARLES IRELAND  
Managing Director

## CHANGING TO TOP GEAR

Change is both natural and inevitable. Whether on a personal or organisational level, we must constantly change in order to grow. And of course, growth is necessary to succeed. GAB is as successful as it is today because we are always changing.

It all began with the merger between Guinness Malaysia Berhad and Malayan Breweries (Malaya) Sdn Bhd in 1989 to form Guinness Anchor Berhad. Since then, we have made some pretty dramatic changes in GAB, and faced many challenges along the way. All the major overhauls we undertook (see below) needed detailed planning and precise implementation to avoid them from going horribly wrong. As a result of that, they needed a lot of dedication and commitment from individuals on the project teams and on the implementation teams. But it was worth it, because these changes led to improvements in our business.

All the improvements, whether big or small, have added up to enable us to keep moving towards our goal. GAB today is a very modern business, which I am really proud to be part of. We aim to become a truly great Malaysian business, competing on even footing with other global companies.

We continue to grow the number of solus and preferential outlets that we have, as well as our volume throughput. Our distributors are much bigger, as is our promotional activity, overall trade investment, and A&P (advertising and promotion). Obviously, any successful business must be in a constant state of evolution and development and GAB is no different. Everything is bigger than before. As a business, we are 40% bigger than we were 4 years ago in terms of our turnover and profitability. Change is necessary to keep us on the right track; otherwise, the business would not be able to grow to its full potential. In fact, I see GAB as being like a home, which needs to accommodate the family.

As GAB has changed, it has also changed me. I am clearer as a businessman about how to drive GAB or business in general. Before coming to GAB, I thought that an individual could drive a business forward and change its nature by himself. I do not think like that any more. I firmly believe in the value of having a strong team in place. I am more capable about leading through other big leaders.

The really intense nature of our business has made me even more competitive now than I was before I got to GAB. When I came here, we put together the 4 Enablers (Focus, Delivery, Improvement, Teamwork). Now, I believe in them even more. I have been on a personal growth journey at work with the Franklin Covey Institute, working with the Vision and the Values, and the leadership team. I am sure that others in GAB have been on their own growth journeys, so let us all work together, accelerating as one.

## METAMORPHOSIS

### PEOPLE

We instituted a new Vision and Values to drive our people forward, and implemented the 4 Key Enablers. We put the 7 HR Pillars in place. We also changed the office to an open plan concept. Most recently, we instituted changes to our Sales and Supply Chain organisation. We are recruiting extra people to run a fourth shift in the brewery, and extra people into the Sales force to help us manage a much bigger business than we had previously.

There will be 3 very significant changes to the management team in the next six months. By the time GAB employees read this, Peter Vogtländer would already have moved on, and it will be a last few months before Mark Jenner moves on. Mark will be leaving us towards the end of this calendar year, and Teng Lum will be retiring in the January or February after that.

### BRANDS

In the past, the top 3 brands in the market were GUINNESS, ANCHOR and Carlsberg - that landscape has changed very dramatically. About 10 years ago, there was a change in our strategy to focus more on TIGER, and less on ANCHOR, leading to us delisting ANCHOR from some outlets in favour of TIGER. This has led us to a place today where TIGER is vying for, if not already the No 1 beer in Malaysia.

About 8 years ago, there was a great change in strategy to focus on the modern on-trade, leading with the TIGER brand. 8 years later, we see ourselves in the position of having 9 years of consecutive market share growth. In the last 4 years, we started doing portfolio promotional activity in the refreshment channel, which created great opportunities for us.

## PERUBAHAN MENUJO KEJAYAAN

Perubahan ialah proses semulajadi, dan kita perlu sentiasa berubah untuk berkembang. Perkembangan penting untuk mencapai kejayaan. GAB berjaya mencapai ke tahap kejayaan sedia ada sekarang kerana kita sentiasa berubah.

Sekjak gabungan antara Guinness Malaysia Berhad dan Malayan Breweries (Malaya) Sdn Bhd pada tahun 1989 untuk melahirkan Guinness Anchor Berhad, kita telah melalui beberapa perubahan besar dalam GAB. Semua perubahan yang kita jalankan memerlukan perancangan teliti dan pelaksanaan tepat untuk mengelakkan sebarang kesilapan. Namun, kesemua penambahbaikan itu telah membolehkan kita terus maju ke arah mencapai matlamat kita, iaitu untuk menjadi sebuah syarikat yang cemerlang di Malaysia, setanding dengan syarikat-syarikat lain di peringkat antarabangsa. Hari ini GAB merupakan sebuah syarikat yang sangat moden, dan saya bangga menjadi sebahagian daripadanya.

Setiap syarikat yang berjaya, termasuk GAB, mesti sentiasa melalui proses evolusi dan perkembangan. Saiz kita 40% lebih besar berbanding 4 tahun dahulu dari segi keuntungan. Perubahan diperlukan untuk memastikan kita berada di landasan yang betul; jika tidak, syarikat tidak akan bertumbuh mencapai potensi sepenuhnya.

Sementara GAB melalui proses perubahan, ia juga mengubah diri saya. Saya semakin jelas tentang cara mengemudikan GAB dan perniagaan secara amnya. Sebelum bertugas di GAB, saya sangka seseorang individu mampu memajukan sesebuah syarikat dan mengubah bentuk perniagaan itu dengan sendirinya. Saya tidak mempunyai fikiran sedemikian lagi. Saya yakin sepenuhnya terhadap nilai mempunyai pasukan yang kuat. Saya lebih mampu memimpin di kalangan pemimpin-pemimpin besar yang lain.

Keadaan industri kita telah menjadikan saya lebih kuat bersaing, berbanding sebelum saya menyertai GAB. Sekarang, saya bertambah yakin terhadap keberkesanan konsep 4 Penggerak (Fokus, Pelaksanaan, Penambahbaikan, Semangat Berpasukan). Saya sendiri telah melalui perjalanan perkembangan peribadi di tempat kerja. Saya yakin semua orang di GAB mempunyai perjalanan perkembangan mereka sendiri, oleh itu marilah kita bekerja bersama-sama dan bergerak maju sebagai satu.

## P ERFORMANCE

We implemented Project Switch, expanded the trade marketing team and changed elements in Finance, Supply, Logistics, and Marketing. We re-invented the way we did CNY – we did 27-pack, offering consumers bigger pack sizes rather than the standard 24 at a lower price, and that worked out tremendously well.

We drove our Q4 activity by sinking significant promotional monies in it. When I got here, members of the management team said Q4 was a very quiet period – how different it is today, with it being one of our most vibrant quarters.

We also did a strategic review of the modern on-trade EDP, and found out that draft was more profitable for us, and that the draft portfolio could be leveraged as a strategic advantage. 3 years later, we see our draft portfolio growing almost exponentially, and the competition not really having any chance of successfully fighting us on draft.



# WALKING THE TALK BERJALAN MENGIKUT NILAI



Our Managing Director, Charles Ireland, said that the one change he really wants GAB to make is to be completely consistent at all times with our company values. He elaborates, "If we are always working consistently according to our values, we will be the greatest company in the world. There is so much power in them – integrity, respect, passion for winning and enjoyment. If we lived by them, everyday, in everything we did, it would be incredible."

We all know our corporate values, and GAB is putting all our efforts into operating by them. We could never have succeeded to the extent we have without all of your support and your commitment in demonstrating them.

Here is an overview of what we have already achieved in walking the talk. This is your success, and together we can make GAB "the greatest company in the world".



## We have a passion for winning

We are winners, driven by a passion to be the best in everything we do.

## Kita ada daya untuk menang

Kita adalah pemenang, dipandu oleh semangat untuk menjadi yang terbaik di dalam segala yang kita lakukan.



## We value and respect each other

Our people and society are diverse and different, and we value and celebrate all our differences. We respect our environment and are committed to protect. We value the community in which we operate and strive to enrich it. We aim for our people to have balance in their work and their personal lives.

## Kita saling menghargai dan men hormati

Kakitangan dan masyarakat kita berbeza-beza, dan kita menghargai dan menyambut semua perbezaan kita. Kita menghormati alam semulajadi kita dan bersama melindunginya. Kita menghargai komuniti di mana kita beroperasi dan berusaha keras untuk memperkayanya. Kita bertujuan supaya kakitangan kita seimbang dalam kerjaya serta kehidupan peribadi mereka.



#### We show integrity in all that we do

We are responsible, trustworthy and honest in everything we say and do and in the way we manage our business.

#### Kita menunjukkan integriti di dalam semua kita lakukan

Kita bertanggungjawab, boleh dipercayai dan jujur di dalam segala yang kita kata dan buat dan di dalam cara kita mengurus perniagaan kita.



#### We provide enjoyment

We create an environment where our people enjoy their work, our partners enjoy working with us and our consumers enjoy our products.

#### Kita membekalkan kenikmatan

Kita mewujudkan suasana di mana kakitangan kita menikmati pekerjaan mereka, rakan perniagaan kita menikmati bekerjasama dengan kita, dan pengguna kita menikmati produk kita.

# People in Places

## RECRUITMENT / PENGAMBILAN

**Chong Wai Choong**  
Finance  
Chief Financial Officer

**Alvin Chia Tze Siew**  
Commercial - Marketing Finance  
Credit Control Executive

**Lee Pin Kuan**  
Sales - NASS (Region 9)  
National Account Executive

**Siew Chiat Meei**  
Commercial - Marketing Finance  
Senior Financial Analyst

**Pun Chee Kent**  
IS & T  
Head of IS & T

**Yip Mun Fatt**  
Sales - Timur  
Sales Representative

**Thum Chee Yuen**  
Sales - HQ  
Sales Director

**How Ming Hui**  
Finance  
Financial Planning Executive

**Thinagarajan Ramandan**  
Supply Chain - Packaging  
Officer - Technical

**Hafiz Bin Zukafe**  
Supply Chain - Packaging  
Officer - Technical

**Krishnath Tangaragee**  
Supply Chain - Packaging  
Officer - Technical

**Yohkesvaran A/L Vadimalai**  
Supply Chain - Packaging  
Officer - Technical

**Tan Choi How**  
Supply Chain - Packaging  
Officer - Technical

**Loo See Chuan**  
Sales - Central  
Sales Representative

**Yong Tian Leon**  
Finance  
Finance Manager, Supply Chain

**PROMOTION / KENAIKAN PANGKAT**

**Chan Fui Hwa**  
Supply Chain - Procurement &  
Planning  
Head of Procurement & Planning

## APPOINTMENT & TRANSFER / PERLANTIKAN DAN PEMINDAHAN

**Lim Yue Yun, Joyce**  
Commercial - Marketing Services  
Channel Executive - EDP

## REDESIGNATION / PENUKARAN JAWATAN

**Chan Mieng Chaan**  
Commercial - Marketing Finance  
Finance Manager, Sales

**Yap Yoke Kian**  
Commercial - Marketing Finance  
Financial Analyst, Marketing

**Yoon Wei Chin**  
Commercial - Marketing Finance  
Manager, Taxation & Accounts  
Payable

**Ong Wen Sun, Florence**  
Commercial - Marketing Finance  
Manager - Financial Analyst, Sales

**Te Lian Sim**  
Commercial - Marketing Finance  
Sales Admin & Credit Control  
Manager

**Lim Lee Lee**  
Commercial - Marketing Finance  
Sales Admin Executive

## RESIGNATION / PENGUNDURAN DIRI

**Kong Hon Siong, Eric**  
IS & T  
IS & T Executive (Infrastructure)

**Selvamani A/L Sinappan**  
Supply Chain - Engineering  
Officer - Technical

**Imram Bin Ramli**  
Supply Chain - Engineering  
Chargeeman (MP)

**Chong Kok Yee**  
Supply Chain - Engineering  
Executive - Engineering & Plant  
Maintenance

**Lee Hoey Boon, Carmen**  
Supply Chain - Engineering  
Management Trainee

**Goh Ai Hwa**  
Commercial - Marketing Services  
Assistant Channel Manager - EDP

**Lim Choy Yuen**  
Finance  
Financial Accountant

**How Mee Wan**  
Sales - Central  
Sales Representative

**Raymond Tan Chun Ing**  
Sales - Johor  
Sales Representative

**Eng Chi Keat, Jerry**  
Sales - NASS (Region 9)  
National Account Manager

**Jeffery Nah**  
Sales - Penang & Kedah  
Sales Representative

**Fong Shuk Ling**  
Finance  
Financial Planning Executive

# ALBUM

Here's a little bit of background on some of the new faces of GAB and of those who have been recently promoted.



## New And Enthusiastic

**HAW MING HUI**  
Financial Planning Executive  
Finance

Saya baru kepada GAB dan industri FMCG juga. Walaupun sahaja sebulan sejak saya menyertai GAB, saya ada ramai rakan sekerja yang ramah mesra dan banyak menolong saya. Saya juga ingin berterimakasih terhadap pendahulu saya, Fong Shuk Ling, dan panduannya semasa masa peralihannya.

Suka: Makanan Jepun, Cina dan pencuci mulut

## RECRUITED!

### Travel and Adventure

**LAI KENG HOE**  
National Account Manager  
NASS

I'm very excited to be working in GAB. It's also very exciting to get to know everyone in GAB. Thank you for giving me the chance to be part of the organisation.  
Likes: Sports and travelling  
Dislikes: Arguments



### Raring To Go

**LEE PIN KUAN**  
National Account Executive  
NASS

Terima kasih kerana memberi saya peluang untuk menjadi sebahagian keluaga besar ini. Saya akan bekerja dengan gigih dan bersama-sama marilah kita membru kejayaan.  
Suka: Membaca, jogging, makan  
Tidak suka: H1N1

### You'll Never Walk Alone

**YONG TIAN LEON**  
Finance Manager, Supply Chain  
Finance

I'm glad I have the opportunity to work for GAB. The company has many iconic brands, and I'm impressed with the core values, the key enablers, and the people that drive it forward. I look forward to a long lasting career here.  
Likes: Sports (football - I am a Liverpool fan, squash, swimming) and movies



## PROMOTED!



### Cooking Up Success

**CHAN FUI HWA**  
Head of Procurement & Planning  
Supply Chain - Procurement & Planning

GAB is a good company to work for, as it has good values and a vision to drive the corporate goals. Most importantly, it recognises the achievement of its employees. I'm glad to be part of the team and thank you for your support, especially my boss who has been a good listener and teacher.  
Likes: Cooking; listening to music; working with people with strong principles.  
Dislikes: People with no sense of accountability and integrity.

## GAB HERO ACADEMY – HEROs OF THE YEAR

Two years since the inception of the GAB Academy, the programme's success was demonstrated in the Hotel, Entertainment outlets and Restaurant Operators (HERO) Academy graduates, to the delight of GAB trade partners. Marketing Director Mark Jenner says, "Our vision was to have a full-fledged team adding value to our trade partners through trade marketing support," in response to a trade satisfaction survey conducted back then.

According to Head of Trade Marketing Shirley Low, many trade partners, as well as the Academy trainers, have responded with overwhelmingly positive feedback about the programme. Channel Manager Ng Kim Kean concurs. "In fact, we are piloting a plan to make it part of our contractual offering," she adds. "GAB believes in providing consumers the 'perfect drinking experience', and usually the first person to greet you is a front-liner – a perfect and credible brand advocate. Hence, the HERO Academy training of bar staff."

The HERO Academy now spans three semesters. It covers product and portfolio knowledge, customer service, and professionalism, amongst other areas. All throughout, participants will be rated based on various aspects of their performance, both by the trainers as well as by their managers. The top 10 are shortlisted and the 4 highest scorers, the "HEROs of the Year", will be rewarded with an internship overseas. "We are pleased to see the top 10 come from different types of outlets, as our core value is that our products are available in every type of outlet," Kim enthuses.

Dua tahun sejak lahirnya Akademi GAB, hasil kejayaan pertama program tersebut dibuktikan oleh lulusan Akademi HERO, sesuatu yang sangat membanggakan rakan-rakan niaga GAB. Pengarah Pemasaran Mark Jenner berkata, "Wawasan kita adalah untuk mempunyai satu pasukan tetap yang memberi nilai tambahan kepada rakan-rakan niaga melalui sokongan pemasaran perdagangan."

Menurut Ketua Pemasaran Perdagangan Shirley Low, ramai rakan niaga, serta jurulatih Akademi, telah memberikan maklum balas positif tentang program itu. Pengurus Salurun Ng Kim Kean turut bersetuju. "Malahan, kita akan melancarkan satu pelan baru untuk menjadikannya sebahagian daripada tawaran kontrak," tambahnya. "GAB berpercaya dalam memberikan para pelanggan 'pengalaman minum sempurna', dan biasanya orang pertama yang menyambut anda ialah orang di barisan hadapan – orang yang paling sesuai untuk mengesyorkan jenama kita. Oleh itu, Akademi HERO melatih kaitangan bar."

Akademi HERO kini sepanjang tiga semester. Ia meliputi pengetahuan produk dan portfolio, perkhidmatan pelanggan, profesionalisme. Sepanjang tempoh itu, peserta akan diukur berdasarkan pelbagai aspek prestasi mereka. 10 peserta terbaik disenarai pendek dan 4 peserta dengan markah tertinggi iaitu "HEROs Tahunan", akan layak menjalani latihan di luar negara. "Kami gembira melihat 10 peserta yang terbaik itu datang daripada cawangan berbeza, memandangkan nilai utama kita ialah produk-produk kita terdapat dalam pelbagai jenis cawangan," tambah Kim.



**MARK JENNER**  
Director of  
Marketing  
**Pengarah  
Pemasaran**



**SHIRLEY LOW**  
Head of Trade  
Marketing  
**Ketua Pemasaran  
Perdagangan**



**NG KIM KEAN**  
Channel  
Manager  
**Pengurus Saluran**

### MOBILE TRAINING – GAB ACADEMY BUS

The newest initiative from the trade marketing team is bringing the Academy to participants in the form of a bus. Watch the next issue of the ICON for more details!

### LATIHAN BERGERAK – BAS AKADEMI GAB

Daya usaha terbaru daripada pasukan pemasaran perdagangan ialah membawa Akademi kepada peserta, dalam bentuk sebuah bas. Ikuti ruang ini dalam keluaran ICON akan datang untuk maklumat lanjut!

### AWARDS PRESENTATION NIGHT

The ongoing HERO Academy programme culminated in the "HEROs of the Year" awards ceremony. The event was hosted at the Tavern, where Mark Jenner and Shirley Low jointly gave away the RM500 prizes to the other 6 Top HEROs, as well as announced the 4 winners of the overseas internships, where they were selected to further their trade education in Australia and Singapore.

### MALAM PENYAMPAIAN ANUGERAH

Kemuncak program Akademi HERO ialah upacara penyampaian anugerah "HEROs Tahunan", yang diadakan di Tavern, di mana Mark Jenner dan Shirley Low bersama-sama menyampaikan hadiah wang tunai RM500 kepada 6 HERO yang disenarai pendek, serta mengumumkan 4 pemenang yang akan mengikuti kursus latihan di luar negara.

## MEET THE 4 HEROs OF THE YEAR BERKENALAN DENGAN 4 PEMENANG HERO TAHUNAN



### ON WINNING

"Oh, yes! This is my dream come true. From the first time that I attended the course, and heard about the Australia trip, that was my dream, and I'm really looking forward to it. I'm going to Australia! To my managers, thank you, and to the GAB guys, this was a great experience!"

### MENGENAI KEMENANGANNYA

"Oh, ya! Impian saya kini menjadi kenyataan. Sejak pertama kali saya menyertai kursus ini, dan bila mengetahui tentang lawatan ke Australia, ia menjadi impian saya, dan saya tak sabar menunggu. Saya akan pergi ke Australia! Kepada para pengurus saya, terima kasih, dan kepada pegawai-pegawai GAB, ini merupakan pengalaman yang sangat berharga!"

## BUILDING CONFIDENCE

SOLAN A/L CHAKRAVERAN  
Waiter/Bartender  
Pelayan/Pelayan Bar  
TGIF Hartamas Shopping Centre

Chosen by his managers to attend the Academy, the gregarious Solan was delighted as he had the opportunity to learn about beers, how to serve guests and talk to them, and how to have fun at work. "GAB gave me a great chance to learn a lot of great things in F&B," he adds. "After I went to the Academy, I'm more confident that I can go up to any guest and have a chat with them, make them feel good and serve them the best way." Solan would like to have more team-building activities in the next course, so that it builds up the relationships between the various participants.

Dipilih oleh pihak pengurusannya untuk menyertai Akademi, Solan yang peramah dan suka berkawan amat gembira bila terpilih kerana dia berpeluang mempelajari tentang pelbagai jenis bir, bagaimana hendak melayani pelanggan dan berbual-bual dengan mereka, serta mempelajari cara untuk berseronok di tempat kerja. "GAB memberikan peluang besar kepada saya untuk mempelajari banyak perkara penting dalam bidang penyediaan makanan dan minuman (F&B)," katanya. "Selepas saya menyertai Akademi, saya berasa lebih yakin untuk berhadapan dengan pelanggan-pelanggan dan berbual-bual dengan mereka, membuat mereka berasa selesa dan melayani mereka dengan cara terbaik." Solan berharap lebih banyak aktiviti berpasukan dalam kursus seterusnya, supaya dapat membina hubungan antara para peserta.



### ON WINNING

"Even before this, I thought I was already a HERO, but now I'm really very happy. The knowledge I gain is more than whatever trip I win. Thank you, GAB, for coming up with such a good idea. I'm really satisfied and please keep on doing a good job."

MENGENAI KEMENANGANNYA  
"Sebelum ini pun saya anggap saya sudah menjadi HERO, tetapi sekarang saya benar-benar gembira. Pengetahuan yang saya perolehi lebih berharga daripada apa jua lawatan yang saya menang. Terima kasih GAB kerana menganjurkan idea yang sangat baik. Saya benar-benar puas hati dan gembira dan teruskanlah kerja yang baik ini."

## ENHANCING CHARISMA

VIIAJAN A/L BALOO (VIJAY)  
Bar Supervisor  
Penyelia Bar  
Laundry Bar

The vivacious Vijay did not expect the thoroughness of the course when he heard about it from his bosses. "They teach you about product knowledge, about service, about how you should tap the beer – everything overall about F&B – it's a mini course where you get everything, the course was superb," he explains.

Vijay yang ceria dan periang tidak menyangka betapa lengkapnya kursus ini bila diberitahu oleh ketua-ketuaanya. "Kita diajar tentang pengetahuan produk, perkhidmatan, cara-cara menarik bir – malah keseluruhannya tentang F&B – ia merupakan kursus ringkas di mana anda mempelajari segala-galanya, kursus ini sangat mengagumkan," jelasnya.





## FOSTERING LEADERSHIP SKILLS

ALVIN HENG MENG HUA  
Assistant Operations Manager  
Zouk Club  
Penolong Pengurus Operasi  
Kelab Zouk

As part of the management team in Zouk, Alvin was quite surprised when he was selected to join the course because, as he explains, "Only the best of the best were given the opportunity to enrol." As there are no formal courses or trade qualifications available to frontline staff in Malaysia, he was very pleased and appreciative of GAB's initiative, and hopes it will be offered more frequently. "GAB offering bar management modules such as costings, planning and marketing will make this already-excellent course even better," he concludes.

Sebagai sebahagian daripada pasukan pengurusan di kelab Zouk, Alvin agak terkejut apabila terpilih untuk menyertai kursus ini. Jelasnya, "Hanya yang terbaik daripada yang terbaik sahaja diberi peluang untuk menyertainya." Memandangkan tiada kursus formal atau kelayakan perdagangan yang disediakan untuk kakitangan barisan hadapan di Malaysia, dia sangat gembira dan menghargai initiatif GAB, dan berharap ia akan ditawarkan lebih kerap. "Kalau GAB menawarkan modul-modul pengurusan bar seperti pengekosan, perancangan dan pemasaran, kursus yang sudah sangat baik ini akan menjadi lebih baik," tambahnya.



### ON WINNING

"Thanks to Zouk management, and also to Sam and Andy our mentors. I feel like an actor receiving a Golden Globe award! But the most important thing is not that I won, but what we have all learnt during the HERO Academy course, and the time we shared. It was fun and interesting!"

### MENGENAI KEMENANGANNYA

"Terima kasih kepada pengurusan Zouk, dan juga kepada Sam dan Andy mentor kami. Saya terasa sebagai pelakon yang menerima anugerah Golden Globe! Namun yang penting bukan kemenangan saya, sebaliknya apa yang dipelajari semasa kursus Akademi HERO, dan masa yang kita kongsikan bersama. Ia sungguh menarik dan menyeronokkan!"



## BETTERING CUSTOMER SERVICE

YONG CHOONG WOOI (WILLIAM)  
Operations Man  
Pengurus Operasi  
Coco Pub

William joined the Academy course to improve his skills and his product knowledge, and in his own words, "it was amazing, and fun. I learnt a lot from it." He attributes his improved conversational skills and better understanding of customer needs to the course. "Participation is key, and I hope GAB will be able to bring the trainers to the outlets for staff training."



William menyertai kursus di Akademi untuk memperbaiki kemahirannya dan pengetahuan mengenai produk, dan menurutnya, "ia sungguh mengagumkan dan menarik. Saya mendapat banyak pelajaran daripada kursus ini." Dia mengakui kemahirannya dalam membuat perbualan dan kefahaman terhadap keperluan pelanggan yang lebih baik adalah hasil daripada kursus tersebut. "Penyertaan adalah kunci segala-galanya, dan saya harap GAB akan dapat membawa para jurulatih ke cawangan-cawangan lain untuk memberi latihan kepada kakitangan."



### ON WINNING

"This was totally unexpected! I am very happy and honoured to be selected, even though I am one of the oldest. GAB has done a very good job and I very much appreciate it."

### MENGENAI KEMENANGANNYA

"Memang tidak tersangka sama sekali! Saya sangat gembira dan bangga kerana terpilih, walaupun saya adalah di antara yang paling tua. GAB telah melakukan tugas yang sangat baik dan saya amat menghargainya."

## THE REST OF THE BEST LAIN-LAIN YANG TERBAIK



NUR SHAHADA LIM @ BEE HWAN  
Training Manager  
Chili's Empire Subang

Bee Hwan joined the Academy so that she could learn something and bring it back to her staff. "It was very good; the trainer taught us information and knowledge that we never thought of, and we now can do better, especially on how to handle difficult guests and on drinking responsibly," she elaborates. "I appreciate so much that they've given us this opportunity, and I hope this is an ongoing thing."



RONALD I TERRE  
Pelayan  
TGIF Subang Parade

Seorang pengurus TGIF mencalonkan nama Ronald untuk mengikuti kursus ini, dan pelayan Filipino pendiam ini sangat gembira. "Kursus ini sangat menyeronokkan dan sudah pasti merupakan satu pengalaman pembelajaran," katanya dengan gembira. "Saya amat suka mengikuti sesi mengenai mutu dan kepentasan layanan, pengetahuan mengenai bir dan gandingan makanan. Terima kasih GAB untuk peluang ini."



KHAIRIL ANUAR BIN MAHADI (KIT)  
Bar Captain  
Bossa Nova, Parkroyal KL

Kit mengetahui tentang Akademi GAB daripada rakan sekerjanya, tetapi tidak menyangka bahawa dia sendiri dapat menyertainya. "Pengalaman saya dalam kursus ini sungguh menakjubkan, saya dapat mempelajari banyak perkara, terutama tentang sejarah bir, cara pembuatan bir, dan perkhidmatan pelanggan." Kit amat berterimakasih kepada Sam, Andy, dan juga kepada Pengarah Pemasaran GAB.



JASON SEBASTIAN ANTHONY  
Assistant Manager  
Jarrod & Rawlins

Jason credits the improvement to his skills at maintaining good relationships with his customers to the HERO Academy. "Good communication skills are as essential as teamwork to ensuring the success of an establishment, and the HERO Academy has given me the opportunity to hone mine," he elaborates.



ANDREW CHEAH WENG HOE  
Bar Captain  
Bamboo9

Andrew hopes that bar staff will be able to get more support and professional training so that they can equip themselves with the right skills to excel in their vocations. "For an establishment to maintain high service standards, staff members need to work together to ensure smooth daily operations. I am very pleased that GAB offers bar staff this opportunity to hone their skills and build team spirit."



MOHD NIJAM BUJANG (MEL)  
Penolong Pengurus  
7atenee

Setelah diperkenalkan kepada Akademi oleh seorang kawan, Mel yang ranggi telah meminta kebenaran pihak pengurusannya untuk menyertai kursus ini, dan mereka terus menghantarnya ke sana. Sesungguhnya dia sangat seronok mengikuti kursus tersebut: "Saya boleh gunakan pengetahuan yang saya pelajari dalam menjalankan operasi harian, saya berasa lebih selesa membincangkan tentang bir, dan berasa lebih yakin bila berhadapan dengan para pelanggan. Sekiranya berpeluang pergi sekali lagi, saya akan pergi!" Mel mencadangkan supaya GAB mengaturkan supaya para peserta boleh bekerja di cawangan satu sama lain sebagai sebahagian daripada kursus latihan.

## Market Leadership Through Change and Growth Kepimpinan Pasaran Melalui Perubahan dan Pertumbuhan



Guinness Anchor Berhad (GAB) has enjoyed a stunning 8-year period of steady growth, transforming the way we do business, interact with our stakeholders, treat our staff, and impact the communities we serve. It would be appropriate at this time to look back on some of these changes, and examine their impact on the growth of our people, brands and performance. The ICON takes a trip down memory lane with senior GAB staff members on our upward march towards becoming an icon in business, respected the world over.

**“The ICON takes a trip down memory lane”**

**“ICON mengimbas kembali perjalanan yang ditempuh”**

Guinness Anchor Berhad (GAB) telah menikmati pertumbuhan yang hebat selama tempoh 8 tahun, mengubah cara kita menjalankan perniagaan, berinteraksi dengan pemegang kepentingan, menguruskan kakitangan kita, dan memberi impak kepada masyarakat sekeliling kita. Justeru, wajarnlah pada peringkat ini kita meninjau beberapa perubahan ini, dan mengkaji kesannya terhadap pertumbuhan kakitangan, jenama dan prestasi kita. Bersama-sama pegawai-pegawai kanan GAB, ICON mengimbas kembali perjalanan yang ditempuh ke arah tercapainya mercu kejayaan sebagai ikon perniagaan yang dihormati di merata dunia.

# Focus

## Investing in our People Pelaburan dalam Pekerja Kita



**SUJITHA RAJARATNAM**  
Director of Human Resources  
Pengarah Sumber Manusia

I remember 3 years ago when Charles said we had to **prioritise our people**. After all, people were **our greatest asset** – it was our people that made GAB a great company. We needed people in fighting form, which is why we formulated the **7 HR Pillars**, to prioritise people initiatives. We have **increased our training and development budget**, thus equipping our employees with the right skills for their job. We took training to the regions, saving travel time and reducing work disruption.

GAB has participated in remuneration surveys and the Management Team is working to ensure **everyone is compensated fairly**, setting clear policies on our pay administration and providing good bonuses. We have geared up our efforts to become a **caring employer** through healthy living initiatives, Family Day, sports activities and improved healthcare coverage. Overall, people are more open and feel they can freely voice their opinion. The **work culture is healthier**, teamwork is stronger and best of all, the rewards and recognition make it all worthwhile!

Change engenders change, and the HR department has changed as well. We are trying to step up what we can do for our fellow employees, and to better engage with all of you, so that everyone is well-informed about what's happening in the business. Hence, we brought out HR4U to keep you informed on HR matters. We intend to **keep the 7 HR Pillars alive**, and make continual improvements to showcase GAB as an iconic employer.

Saya ingat 3 tahun lalu apabila Charles berkata kita perlu **mengutamakan kakitangan kita**. Kita perlu kakitangan yang bersemangat, jadi kita memperkenalkan dan melaksanakan **7 Rukun HR**. Kita telah **menambahkan bajet latihan dan pembangunan**, dan menganjurkan latihan ke peringkat daerah, menjimatkan waktu perjalanan dan mengurangkan gangguan tugas. Pihak Pengurusan berusaha untuk memastikan **setiap pekerja mendapat bayaran selimpal**, mewujudkan dasar-dasar yang telus mengenai pengurusan gaji dan menyediakan bayaran bonus yang baik. Kita telah meningkatkan usaha kami menjadi **majikan yang prihatin**. Hasilnya ialah **budaya kerja yang lebih sihat**, sikap bekerjasama yang lebih kukuh dan terbaik sekali, ganjaran dan pengiktirafan yang diterima menjadikan semua usaha ini berbaloi!

Jabatan Sumber Manusia (HR) juga mengalami perubahan. Untuk memastikan setiap orang dimaklumkan dengan jelas tentang apa yang berlaku dalam GAB, kita terbitkan HR4U. Kita berazam untuk **terus menghidupkan 7 Rukun HR**.

## Bigger Brands, Better Business Jenama Lebih Unggul, Perniagaan Lebih Baik



**YAP SWEE LENG**  
Regional Sales  
Pengurus Jualan Daerah

I definitely **enjoy working** in the GAB of today more than the one I joined 12 years ago. There has been significant progress in GAB corporate and brand share since I joined in 1998. Then, GAB was the 'underdog' with 45% market share and Carlsberg Brewery Malaysia Berhad (CBMB) was the Malaysian beer industry's 'icon'.

The HEINEKEN brand (which I worked with when I first joined) was barely 1% of the market, and getting the Sales Team's focus was a big challenge. It was even a bigger challenge to convince the outlets to sell it! As for the TIGER brand, it was about half of its current size, and a distant second to Carlsberg Green Label. Now, **TIGER** could very well be **the biggest brand in Malaysia**!

Corporate and brand **success** all **start** with a **big Vision** and putting in effort across all departments to drive the Vision. Having a clear brand ambition and consistently delivering our 'brand promise' to our consumers is crucial, so if HEINEKEN is about being the leading premium brand in the market, then there can be no playing around on pricing, the giveaway 'premiums' for our promotions must have good quality standards, etc. We have **consistently improved** on our execution of TIGER FC, HEINEKEN Music, GUINNESS St Patrick's Day every year, and the brands are all **reaping the benefits** of our program

Saya lebih **seronok bekerja** di syarikat GAB hari ini berbanding dengan 12 tahun lalu. Ketika itu, GAB merupakan pemain tumbuhan dengan hanya 45% pasaran dan Carlsberg Brewery Malaysia Berhad (CBMB) merupakan ikon industri bir di Malaysia. Masa itu, HEINEKEN hanya dapat menembusi lebih kurang 1% pasaran, dan usaha mengekalkan fokus Pasukan Jualan ialah cabaran besar. Kita menghadapi cabaran lebih besar untuk meyakinkan kedai-kedai supaya menjual jenama ini! Saiz pasaran TIGER pula hanya separuh berbanding sekarang, dan adalah jenama kedua popular selepas Carlsberg Green Label. Hari ini, **TIGER** mungkin merupakan **jenama paling besar dan terkenal di Malaysia**!

**Kejayaan** korporat dan jenama **bermula** dengan **konsep Wawasan besar** dan memacu usaha di semua jabatan supaya mengamalkannya. Usaha berterusan untuk menuaikan 'janji jenama' kepada para pengguna sangat penting. Kita **terus memperbaiki** pelaksanaan TIGER FC, Muzik HEINEKEN, sambutan Hari St Patrick GUINNESS pada setiap tahun, dan kesemua jenama ini kini **berjaya meraih keuntungan** melalui program-program kita.

## Leading the Way Mendahului Pasaran



BILLY LEE  
Head of Sales  
Development  
Ketua Pembangunan  
Jualan

GAB has seen a shift in **malt liquor market (MLM) share from 47% to 57%**. A big factor of this growth is, in my opinion, the 5 major sales changes during the last few years which have made us more effective and efficient in serving our customers. **Project COMIT** was the 1st big sales change. We equipped our Sales Representatives (SRs) (and later, Distributor SRs) with handhelds and introduced Macola technology to our distributors, enabling us to perform call cycle planning, distribution and freshness measurement, promotion management and analysis as well as customer profitability and pricing management.

**Distributor Vision 2008** saw us rationalise our distributors by 50%, where our current active distributors **grew on average 40% in sales volume** and about **85% in size**. **Project Switch** was about changing the gratis system (trade offer) to nett pricing (price after discount). Besides getting us Goods and Services Tax (GST) ready, we also achieved better efficiency, reduced paperwork (POFs) and better gratis claims control. **Project Whip** is a structured, fair and transparent trading terms model, which empowers our sales team to make deals, resulting in more outlets signing on with us than the competitor. **Project 4D** is a new route to market where we deployed more feet on the street to increase outlets penetration. We **need to constantly change** to be relevant and progressive, and ultimately, we must never be afraid to embrace change as the market dynamics and trends are always changing.

GAB telah menyaksikan peningkatan dari segi **MLM daripada 47% kepada 57%**. Pada pendapat saya, faktor utama yang menyumbang kepada peningkatan ini ialah 5 perubahan jualan besar sejak beberapa tahun lalu. **Projek COMIT** merupakan perubahan jualan besar yang pertama. Kita memberi kakitangan kita komputer genggam (handhelds) dan memperkenalkan teknologi Macola kepada para pengedar kita, lalu membolehkan kita melaksanakan pelbagai proses dengan lebih lancar. **Distributor Vision 2008** berjaya menurunkan nombor pengedar kita sebanyak 50%, di mana pengedar kita telah berjaya **meningkatkan purata sebanyak 40%** dari **segi jualan dan 85%** dari **segi saiz**.

**Projek Switch** adalah tentang perubahan daripada sistem gratis kepada harga bersih. Selain membuat persiapan untuk GST, kita juga berjaya mencapai keberkesan yang lebih baik. **Projek Whip** pula memperkasakan pasukan jualan kita menjalankan rundingan. Ini menghasilkan lebih banyak kedai menandatangani persetujuan jualan dengan kita berbanding pesaing kita. **Projek 4D** merupakan laluan baru untuk menambahkan lagi penembusan pasaran. Kita **perlu terus berubah**, dan kita tidak boleh takut untuk menerima perubahan memandangkan dinamika dan trend pasaran sentiasa berubah.

## Initiating a Chain Reaction Memulakan Reaksi Berangkai



TAN SENG KIAT  
Operations Manager  
(Packaging and Engineering)  
Pengurus Operasi  
(Pembungkusan dan  
Kejuruteraan)

Major changes which I believe had significant impact on GAB were the **organisational changes**, the **investment in brewing automation** and the implementation of **Total Process Management (TPM)**. They helped propel GAB to be better at our business. As we improved at our jobs, this spurred us on to improve even more, and increased productivity in one area led to increased productivity elsewhere.

The organisational **changes** were painful and hard on all of us during the voluntary retrenchment exercise, resulting in many people leaving GAB; however, without it, we would not be as competitive today. The **upgrading** of brewing automation and TPM also improved and stabilised our product quality and enhanced our work environment. The introduction of **new technology** enables us to work efficiently, while **TPM** enables our mindset to change to create a continuous improvement culture.

At first, it was difficult to accept the changes; however, once our staff realised the benefits and saw the positive aspects of it, they engaged, supported and embraced the changes. It wasn't an easy process, and we were forced to change in order to survive. Today, we're still struggling with new changes. However, as long as we're aligned and **sharing the same business values**, we will evolve and emerge to be even stronger.

Saya percaya bahawa perubahan-perubahan besar yang meninggalkan kesan yang ketara ke atas GAB ialah **perubahan organisasi, pelaburan untuk mengautomasikan kilang** dan pelaksanaan **TPM**. Semua perubahan ini telah membantu menjadikan GAB lebih cekap menjalankan perniagaan kita. Apabila kita menaikkan taraf kerja kita, kita tergalak untuk menjadi lebih baik lagi, dan produktiviti yang meningkat pada satu bahagian meningkatkan lagi produktiviti di bahagian lain.

**Proses pengstrukturkan syarikat** amat menyakiti kita semua terutama semasa kita menjalankan dasar pemberhentian secara sukarela, yang mengakibatkan ramai kakitangan meninggalkan GAB. Akan tetapi, tanpa langkah itu, kita tidak akan lebih kompetitif hari ini. Langkah **mengautomasikan** kilang dan **TPM** juga memperbaiki dan menstabilkan kualiti produk kita dan memperbaiki suasana kerja bagi kita. Pengenalan **teknologi baru** membolehkan kita bekerja dengan lebih efisen, manakala **TPM** membawa perubahan minda untuk mewujudkan budaya penambahanbaikan yang berterusan.

Pada mulanya memang sukar untuk menerima perubahan; bagaimanapun apabila para pekerja kita menyedari manfaatnya, mereka melibatkan diri, menyokong dan menerima perubahan itu. Proses ini bukan mudah, dan kita terpaksa berubah untuk bertahan. Selagi kita bersatu dan **berkongsi bersama nilai-nilai syarikat**, kita akan terus berkembang dan muncul dengan lebih kukuh.

# Focus

## Further Enriching Surrounding Communities Terus Memperkaya Masyarakat Sekeliling



**RENUKA INDRARAJAH**  
Director of Corporate  
Relations and Legal  
Pengarah Perhubungan  
Korporat dan  
Undang-Undang

GAB has always been committed to **enriching** the surrounding **communities**: where we work, where we live, and where we do business, internally as well as externally. In the past few years, in order to **deepen our involvement** and to demonstrate our commitment to the surrounding communities even more, we **set up** the **GAB Foundation**.

The Foundation has three key areas in which we focus our energies; **the environment, the community and education**. We've started an ongoing, **long-term initiative to clean up Sungai Way**, and within the company, we've started recycling our CO<sub>2</sub> as well as set up freon-free air conditioning systems. We have also started education initiatives such as **Supporting Malaysian Indian Learning, Education and Sports (SMILES)**.

Initially, we faced many challenges in engaging the community because of the nature of the business, and we faced local government apprehension and red tape. We also had to change the mindsets of those using Sungai Way as a communal rubbish dump. But today, what a difference! We have persevered, continued to reach out, and finally earned their regard. Government has come around in a big way, we've seen positive responses from all quarters, and even the Malay media is starting to notice the work we've been doing. Most importantly, our activities are **bringing communities together**.

GAB setiasa komited untuk **memperkayakan masyarakat** sekeliling; di tempat bekerja, di kawasan tinggal, dan di kawasan kita berniaga, sama ada di dalam maupun di luar. Dalam usaha **mendalami penglibatan kita** dan untuk membuktikan komitmen kita kepada masyarakat sekeliling, kita telah **menujuhkan Yayasan GAB**.

Yayasan ini menumpu usaha dalam tiga bidang utama; **alam sekitar, masyarakat dan pendidikan**. Kita menjalankan **usaha jangka panjang** yang berterusan untuk **membersihkan Sungai Way**, manakala secara dalaman, kita mengitar semula CO<sub>2</sub>, selain memasang sistem pendingin hawa yang bebas freon. Kita juga mula melaksanakan daya usaha pendidikan seperti **projek SMILES**.

Kita menghadapi cabaran dalam usaha menarik penyertaan masyarakat kerana jenis perniagaan kita, dan kita berhadapan dengan kesangsian kerajaan tempatan. Kita juga terpaksa mengubah sikap penduduk yang menganggap Sungai Way sebagai tempat buang sampah. Namun, kita tetap cekal dan meneruskan usaha mendekati mereka dan akhirnya kita berjaya mendapat pengiktirafan daripada mereka. Kita mendapat respons yang positif daripada semua pihak, malahan media bahasa Melayu sendiri mulai nampak apa yang kita lakukan selama ini. Yang paling pentingnya, aktiviti kita **menyatukan komuniti-komuniti di sekitar**.

## Through it All Melalui Segalanya



**LOW TENG LUM**  
Executive Director  
Pengarah Eksekutif

Change is the only constant in life. A successful organisation must keep re-inventing itself in order to be relevant to customers' needs, and there can be no doubt that GAB has been through some momentous changes. In addition to what my colleagues have said, let me also highlight some other unforgettable changes we undertook.

We established **QDVP3** to be **relevant to consumer needs** in 2000 and **set up Marketing Finance** to facilitate active **outlet acquisition** and **value capture** in 2002. We switched to **portfolio marketing** in 2004 and **shifted our focus** from **from sales to marketing** to address consumers' needs in 2005. We **set up** our **vision and values** to reconnect staff and ambition in 2006, **activated Trade Marketing** in 2007, and tried out **portfolio promotion** in 2008.

These and other changes have led to the last **10 years of successes** and as a result, we have built a very competitive and winning team. Hence, we are now empowering the next tier of management to make decisions in the marketplace. The reorganisation of the sales force and the supporting finance team has this end in mind.

Perubahan adalah satu-satunya perkara yang tetap dalam kehidupan ini. Organisasi yang berjaya hendaklah sentiasa mencipta diri semula, dan GAB memang telah melalui banyak perubahan penting. Saya ingin menarik perhatian kepada beberapa perubahan yang tidak dapat dilupakan.

Kita melaksanakan **QDVP3** untuk **memenuhi keperluan pelanggan** pada 2000 dan **mewujudkan bahagian Kewangan Pemasaran** bagi memudahkan kemilikan cawangan dan **penangkapan nilai** pada 2002. Kita bertukar kepada **pemasaran portfolio** pada 2004 dan **mengalihkan fokus daripada jualan kepada pemasaran** bagi memenuhi kehendakan pengguna pada 2006, **mengaktifkan Pemasaran Niaga** pada 2007, dan cuba melaksanakan **promosi portfolio** pada 2008.

Semua ini beserta dengan perubahan-perubahan lain menghasilkan **kejayaan kita 10 tahun kelak**, dan kita telah berjaya membina satu pasukan pemenang yang kompetitif. Oleh itu, kita sedang berusaha untuk memperkasakan satu lagi peringkat pengurusan untuk membuat keputusan di pasaran.

# WELCOME TO THE FAMILY!

You may have noticed two new faces in the management team recently; they are our new CFO, Chong Wai Choong and Sales Director, Thum Chee Yuen. Behind their professional exterior, they are ardent sportsmen. ICON takes some time to know them better.

Anda mungkin sedar akan kehadiran dua wajah baru di dalam pasukan pengurusan baru-baru ini; mereka ialah CFO baru kami, Chong Wai Choong dan Pengarah Jualan, Thum Chee Yuen. Di belakang wajah profesional mereka, mereka ialah pemain sukan yang aktif. ICON menemubual mereka untuk mengenali mereka dengan lebih lanjut.



## Stabilising Financial Matters

Mengstabilkan Hal-hal Kewangan

**CHONG WAI CHOONG**  
Chief Financial Officer  
**Pegawai Kanan Kewangan**

Our new Chief Financial Officer (CFO), Chong Wai Choong, is no stranger to hard work, whether physical or mental. This former Selangor State cyclist still jogs 3 km every day before going to work, and previously headed off to the gym after work 3 times a week. He is also a highly experienced man of business, having filled roles as diverse as Financial Controller, Company Secretary and Chief Information Officer. Wai Choong believes in effective time management and information flow. "Email is good for disseminating key information to a group, formal meetings should be planned well ahead and informal meetings are for quick updates - but we must be sure we do not waste time!" And does Wai Choong still cycle? That drew a wry response from him. "The only cycling I do now is in the gym! Traffic is getting worse, and it's dangerous for cyclists!"

Pegawai Kanan Kewangan (CFO) baru kami, Chong Wai Choong, memang biasa bekerja keras, dari segi fizikal ataupun mental. Bekas penunggang basikal Negeri Selangor ini masih berjoging 3 km setiap hari sebelum waktu kerja, dan dahulunya pergi ke gim selepas waktu kerja 3 kali seminggu. Beliau juga ialah orang yang berpengalaman dalam perniagaan, setelah memegang pelbagai jawatan seperti Pengawal Kewangan, Setiausaha Syarikat dan Pegawai Kanan Teknologi Maklumat. Wai Choong percaya dalam pengurusan masa dan aliran maklumat yang berkesan. "Emel baik untuk memberi maklumat penting kepada kumpulan tertentu, temujanji rasmi harusnya dirancang dari awal dan temujanji tidak rasmi adalah untuk mengemaskini dengan cepat – tetapi kita mesti memastikan kita tidak buang masa!" Adakah Wai Choong masih berbasikal? "Saya hanya gunakan basikal di gim! Kesesakan lalulintas semakin buruk, menyebabkan suasana merbahaya untuk penunggang basikal!"

Likes: Clear, open & honest communication  
Dislikes: Politics & vague communication.

Suka: Komunikasi yang jelas, jujur dan terbuka  
Tidak suka: Politik dan komunikasi yang tidak jelas



## Braced for Success

Bersiap Sedia untuk Kejayaan

**THUM CHEE YUEN**  
Sales Director  
**Pengarah Jualan**

Slightly over one month after he took office, Sales Director Thum Chee Yuen is already hard at work and making waves in GAB. He has revamped the incentive schemes for our main dealers and has more plans and projects waiting in the wings. When asked about his preferred working style, Chee Yuen replied that he has no specific preference, "...as I believe in a combination of various modes of communications to get the right message across." Chee Yuen enjoys swimming, especially in the crystal clear coral islands off the East Coast.

Lebih daripada satu bulan dia mengambil alih, Pengarah Jualan Thum Chee Yuen sudah bekerja keras dan membuat perubahan di GAB. Dia telah mengubah skim insentif untuk pengedar utama kita dan dia masih ada pelbagai pelan dan projek yang belum dijalankan. Apabila ditanya mengenai cara bekerjanya, Chee Yuen berkata dia tidak memiliki cara yang khusus, "... saya percaya dalam kombinasi cara berkomunikasi untuk menyampaikan mesej yang tepat." Chee Yuen gemar berenang, terutamanya di pulau-pulau berbatu karang di Pantai Timur.

Likes: Challenges & competitions  
Dislikes: Mediocrity & hypocrisy

Suka: Cabaran dan persaingan  
Tidak suka: Sambil lewa dan kemunafikan

## CHANGE BEGINS WITH YOU PERUBAHAN BERMULA DENGAN ANDA

**L**ife is full of changes. As a fresh graduate, I started my career in the civil service, and in those days, they believed you learnt best by doing the work. So they threw you into the deep end! I was forced to adapt to the work, which led me to change myself. I was also transferred to various departments within the civil service, and even moved from town to town. I wouldn't have progressed far in my career if I didn't adapt to the changing environments time and again.

Something I've noticed about change is that when you change, you also effect change in others. I'm happy that by helping to set up MAS, I was part of something big that led to a host of changes for Malaysia. It changed the way people travelled to Malaysia and how we travelled elsewhere.

Change is global. If you were to look at the history of civilisation, you will see that society has been changing and will continue to change.

Certainly, the way we do business has changed over the years. Everything has become faster and more efficient. What used to take us days to finish can be done in a matter of hours. Look at the airline industry. Back in my day, we had to manually check-in

hours in advance for a 40-minute-long flight! Now, with online check-in, this is no longer the case. Passengers can check-in online and print their own ticket in minutes. Airlines who do not offer this facility will languish behind their competitors, as customers will always prefer companies that offer better services. And so it is throughout the business world. If you don't accept change, you will be left behind.

GAB has been changing in so many ways in order to stay at the top, varying from different packaging to different products to suit the consumers' tastes to the change in organisational structure. I am very pleased to see in GAB how well people accepted the Sales force restructuring, which was a major change. In contrast to the other organisations that resisted change, I believe we have a more educated workforce that understands the need for it, the mechanics involved, and is prepared to accept the challenge.

**"when you change, you also effect change in others."**

If you look at the people who have made something of themselves, these are the people who have accepted challenges throughout their lives, and I am glad that there are so many of you go-getters in GAB. As we continue changing to improve and better ourselves as a business, we will also bring additional benefit to our stakeholders and business partners, the fruit of which can be seen in the GAB HERO Academy and the GAB Foundation, for instance. It is my hope that all of you will not only continue to embrace the changes that will naturally come our way, but also become ambassadors of change.

**K**ehidupan penuh dengan perubahan. Sebagai graduan yang baru, saya memulakan kerjaya saya dalam perkhidmatan awam, dan pada zaman itu, mereka yang baru bekerja terpaksa menanggung pelbagai tugas! Saya juga telah ditukarkan ke pelbagai jabatan dalam perkhidmatan awam, malahan ditukarkan dari sebuah bandar ke bandar lain. Sudah tentu saya tidak akan dapat berkembang jauh dalam kerjaya saya sekiranya saya tidak dapat menyesuaikan diri dengan suasana perubahan dari masa ke semasa.

Seperkara yang saya dapati mengenai perubahan ialah apabila kita berubah, kita juga meninggalkan kesan perubahan itu ke atas orang lain. Saya berasa bangga bahawa dengan membantu menubuhkan MAS, saya menjadi sebahagian daripada satu perkara besar yang membawa banyak perubahan bagi Malaysia.

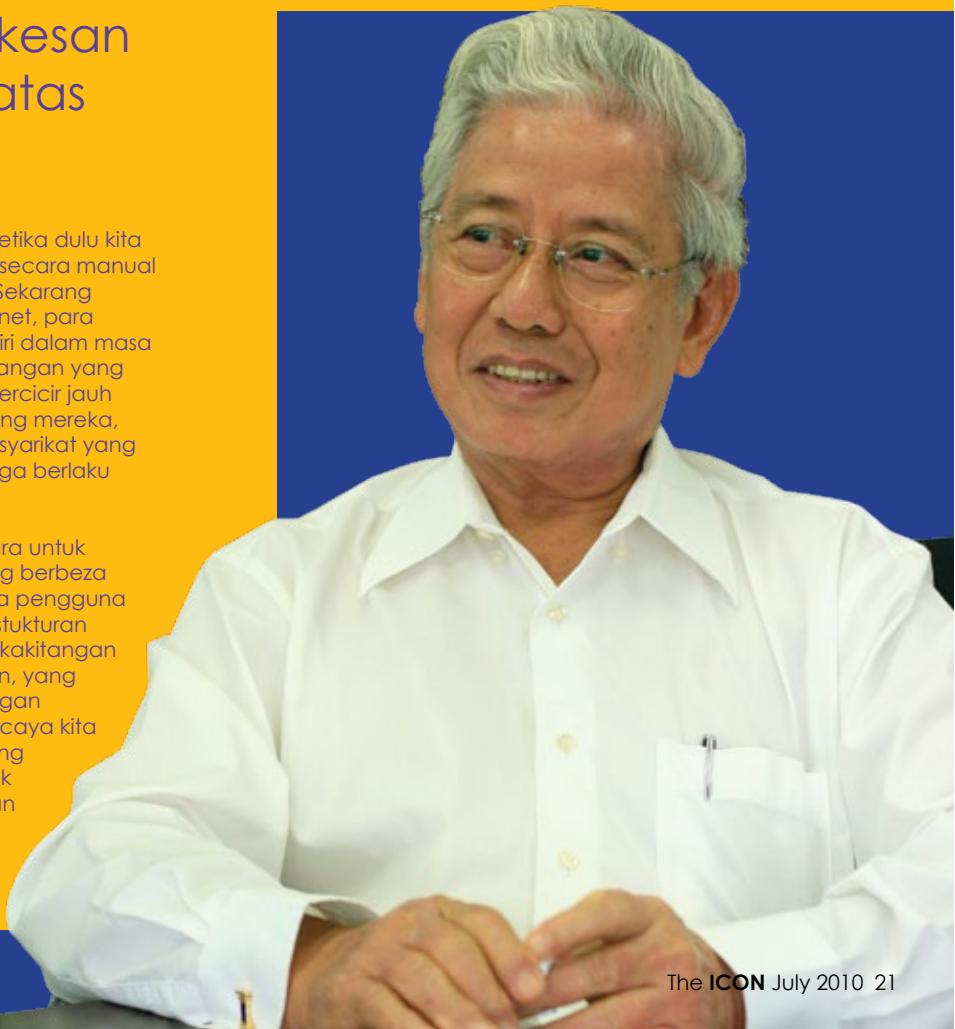
Perubahan merupakan proses global. Jika anda melihat sejarah tamadun, anda akan dapati masyarakat melalui perubahan dan akan terus berubah. Pastinya, cara kita menjalankan perniagaan telah berubah dari tahun ke tahun. Segala-galanya berlaku dengan lebih pantas dan lebih berkesan.

**“apabila kita berubah, kita juga meninggalkan kesan perubahan itu ke atas orang lain.”**

Lihatlah industri penerbangan sekarang. Suatu ketika dulu kita terpaksa melakukan proses pendaftaran masuk secara manual lebih awal – untuk menerbang selama 40 minit! Sekarang dengan proses pendaftaran masuk melalui Internet, para penumpang boleh mencetak tiket mereka sendiri dalam masa beberapa minit sahaja. Syarikat-syarikat penerbangan yang tidak menyediakan kemudahan sebegini akan tercincir jauh ke belakang berbanding dengan pesaing-pesaing mereka, kerana para pelanggan lebih berminat memiliki syarikat yang berkhidmat dengan lebih cekap. Keadaan ini juga berlaku seluruh dunia perniagaan.

GAB telah melalui perubahan dalam banyak cara untuk kekal di atas, daripada segi pembungkusan yang berbeza kepada pelbagai produk untuk memenuhi selera pengguna sehingga kepada perubahan dari segi pengstuktur pertubuhan. Saya gembira melihat bagaimana kakitangan menerima pengstuktur semula pasukan Jualan, yang merupakan satu perubahan besar. Berbeza dengan syarikat lain yang menolak perubahan, saya percaya kita mempunyai pekerja yang lebih berpelajaran yang memahami keperluan perubahan itu, selok-belok yang berkaitan dengan perubahan tersebut, dan mereka sanggup menerima cabaran.

Jika kita lihat orang-orang yang telah mencapai kejayaan, mereka adalah orang-orang yang telah menerima pelbagai cabaran sepanjang hidup mereka, dan saya gembira melihat ada ramai di kalangan anda yang sedemikian di GAB. Sambil kita terus melalui perubahan untuk memperbaiki dan meningkatkan diri kita dalam perniagaan, kita juga akan membawa faedah tambahan kepada para pemegang kepentingan kita dan rakan-rakan perniagaan kita, yang hasilnya dapat dilihat, sebagai contohnya dalam Akademi GAB HERO dan Yayasan GAB. Adalah harapan saya agar anda semua bukan sahaja menerima perubahan-perubahan yang akan berlaku sepanjang masa, tetapi juga menjadi duta perubahan.





## Tiger

## WORLD CUP FEVER! DEMAM PIALA DUNIA!

World Cup fever was everywhere! Everyone eagerly anticipated the start of the world's most popular sporting competition, and to celebrate the kickoff of FIFA World Cup 2010, TIGER FC held 700 "Celebrate Winning Football Moments with TIGER" parties. Primary venues and outlets for these parties included Upper Penang Road in Penang, The Laundry at The Curve, Soul'ed Out in Desa Sri Hartamas, and over 700 outlets nationwide. The events drew very large crowds, including non-locals and international tourists. There were various activities held such as dance performances, "Guess the winner" contests, face painting, video game demos and quizzes. Attractive prizes such as Playstation 3 consoles, Playstation Portable consoles, t-shirts and so on were given away throughout the parties. Overall, the parties were roaring successes with an amazing response from the crowds.

Demam Piala Dunia tersebar merata-rata! Semua orang telah menunggu permulaan kejohanan sukan yang paling popular di dunia. Untuk menyambut permulaan FIFA World Cup 2010, Tiger FC telah mengadakan 700 parti "Sambutan Detik Kemenangan Bola Sepak dengan TIGER". Tempat-tempat utama untuk parti tersebut termasuk "Upper Penang Road" di P.Pinang, "The Laundry" di "The Curve", "Soul'ed Out" di Desa Sri Hartamas dan lebih daripada 700 tempat hiburan di seluruh Malaysia. Parti-parti tersebut telah menarik orang ramai, termasuk pelawat luar negeri dan pelancong antarabangsa. Pelbagai aktiviti telah dijalankan seperti tarian, pertandingan "Teka pemenangnya", "face painting", demo permainan video dan kuij. Hadiah-hadiyah lumayan seperti konsol "Playstation 3", konsol "Playstation Portable" dan kemeja-t telah diberikan dalam semasa parti-parti tersebut dijalankan. Secara keseluruhan, parti-parti yang dijalankan merupakan satu kejayaan dengan sambutan yang hebat daripada orang ramai.



## BEER IN BLACK BIR YANG HITAM

A beverage that looks like a stout but tastes like beer. That is how you would describe GUINNESS Premium Beer, the latest black carbonated beer from GAB. It is a beer like no other, due to its unique colour and taste.

The colour of the beer does not necessarily determine the type of beer it is. The difference is in the type of yeast used, and the brewing process the liquid undergoes, which indicates if it is a beer or a stout. GUINNESS Premium Beer uses lager yeast and is brewed using lager methods, making it a lager beer. Its black colour is due to the roasted barley used. The roasted barley also gives it that unique, flavourful taste.

GUINNESS Premium Beer is being test-marketed in Malaysia. It is only available in a few bars around Puchong and Klang, to closely monitor the consumer reaction to the product. After Ireland, Malaysia is the only other country where GUINNESS Premium Beer is being test-marketed.

The product is currently imported from Ireland. However, if successful, GAB will begin producing GUINNESS Premium Beer locally. So keep your eyes peeled and your ears open for any news about this great tasting beer!

Minuman yang kelihatan seperti "stout" tetapi rasanya seperti bir. Itulah cara bagaimana untuk menggambarkan "GUINNESS Premium Beer", bir bekarbonat hitam terbaru daripada GAB. Ia merupakan bir yang lain daripada yang lain kerana ia mempunyai warna dan rasa yang unik.

Warna bir tidak semestinya menentukan jenis bir tersebut. Apa yang menentukan ia adalah bir atau "stout" adalah jenis yis yang digunakan dan cara bir tersebut diproses. "GUINNESS Premium Beer" menggunakan yis bir dan diproses menggunakan cara memproses bir. Warnanya hitam kerana barli panggang digunakan. Barli panggang juga memberikannya rasa yang unik.

It is very difficult to find "GUINNESS Premium Beer" in Malaysia because it is sold through a few bars in Puchong and Klang. To test the response of consumers to this product, it is only available in a few bars. In addition to Ireland, Malaysia is the only other country where GUINNESS Premium Beer is being tested.

In the future, this product will be produced locally by GAB. So stay tuned for any news about this great tasting beer!



## Watching Football in Style: The HEINEKEN Way Menonton Bola Sepak dengan Gaya: Cara HEINEKEN

HEINEKEN, the official sponsor of the UEFA Championship League, gave 33 Malaysians a once-off opportunity to watch the finals between Bayern Munich and Inter Milan. One of the 2 lucky groups comprising HEINEKEN trade partners, media and consumers headed to Madrid to watch the big game at the Santiago Bernabeu stadium, while the other went to Beijing, China for the Star Experience viewing party.

The grand prize winner, Ong Chu En, was sent to Madrid with a full VIP experience for 3 days. The other guests that were sent to Madrid were swept away by a wave of premium and exclusive evenings as well as top-notch hospitality. On match day, they were treated to VIP hospitality at the stadium. Those flown to Beijing watched a live broadcast of the match alongside the Great Wall of China.

It was a successful event. The winners had a wonderful trip and the experience of a lifetime.



HEINEKEN, penaja rasmi Liga Kejohanan UEFA, telah memberikan 33 rakyat Malaysia peluang untuk menonton pertandingan akhir di antara Bayern Munich dan Inter Milan. Satu daripada dua kumpulan yang terdiri daripada rakan perdagangan HEINEKEN, media dan pelanggan telah dihantar ke Madrid untuk menonton pertandingan tersebut di stadium Santiago Bernabeu. Kumpulan yang kedua telah melawat Beijing, China untuk parti "Star Experience".

Pemenang pertandingan tersebut, Ong Chu En, telah melawat Madrid untuk 3 hari dengan layanan VIP. Peserta lain yang dihantar ke Madrid disambut dengan acara eksklusif dan keramahan yang terbaik. Pada hari pertandingan akhir diadakan, mereka dilayan dengan keramahan VIP di stadium tersebut. Kumpulan yang dihantar ke Beijing pula menonton siaran langsung pertandingan tersebut berhampiran dengan "Great Wall of China".

lanya masa yang berjaya. Para pemenang mengalami kemeriahinan yang akan dikenangi seumur hidup mereka.

## TIGER EXCELS AT THE WORLD BEER CUP 2010

The World Beer Cup is an international event where beer manufacturers all over the world would compete to see which beer is the best in 90 categories. It is also known as the 'Olympics of Beer'. It is held once every 2 years. Each beer is rated accordingly, depending on their standards by selected judges who are strictly chosen by the organiser. There are 3 standards, which are bronze, silver and gold.

TIGER won 2 awards at the World Beer Cup 2010! TIGER Lager Beer was awarded gold in the International – Style Lager category and TIGER Crystal was awarded gold in the Australasian, Latin American or Tropical – Style Light Lager category.

With these achievements, it is proven that our products are definitely world class.

"World Beer Cup" merupakan acara antarabangsa di mana pengeluar bir dari seluruh dunia datang untuk bertanding untuk melihat bir mana yang terbaik dalam 90 kategori. Acara ini juga dikenali sebagai 'Bir Olimpik'. Ia diadakan sekali setiap 2 tahun. Setiap bir diadili mengikut taraf oleh pihak hakim yang dipilih oleh pihak pengatur. Terdapat 3 taraf, iaitu gangsa, perak dan emas.

TIGER telah memenangi 2 anugerah di World Beer Cup 2010! Bir TIGER telah dianugerahkan emas dalam kategori Bir Antarabangsa dan TIGER Kristal telah dianugerahkan emas dalam kategori Bir Ringan 'Australasian', Amerika Latin atau Tropikal.

Dengan pencapaian ini, ia terbukti bahawa produk kita adalah produk yang bertaraf antarabangsa.



# THE SPEED OF TRUST

By Stephen M R Covey

Reviewed by Yeoh Bun Hooi and Harvendhar Singh



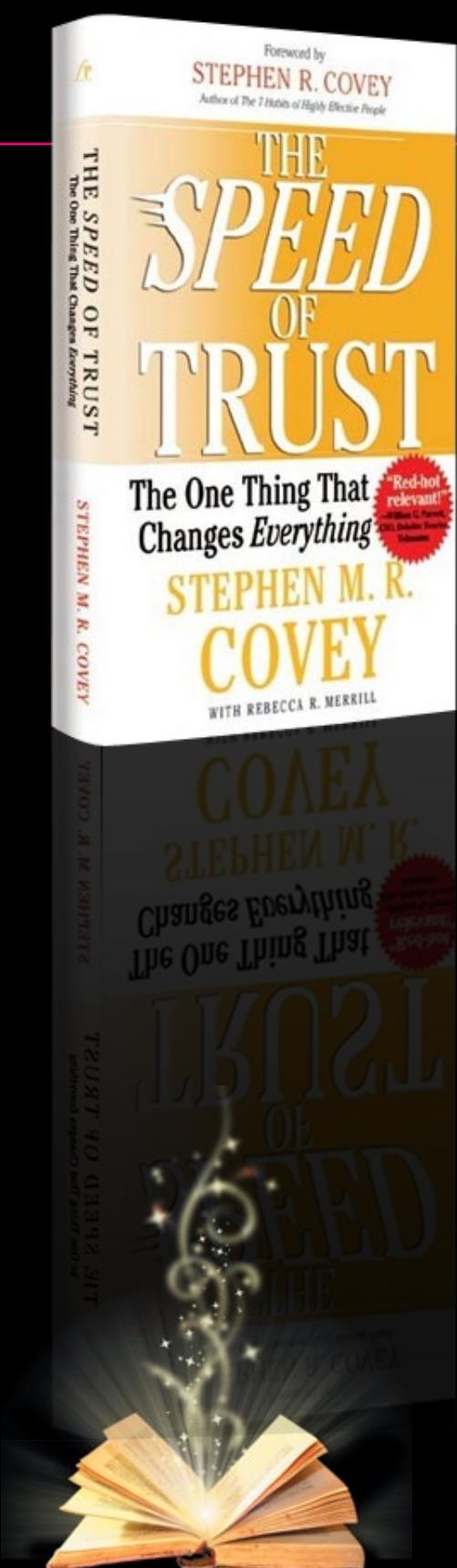
The concept behind "The Speed of Trust" is one that is logical and practical to use in our daily life, whether at home, work or in society. The book has values that fit GAB's 4 key enablers very well. By applying the values from the book, you can achieve top speed in your daily work life. The awareness of the concept has help me improve on my weak areas. Also, teamwork amongst my peers has improved as they too apply the same concept.

Konsep di belakang buku "The Speed Of Trust" ialah konsep yang munasabah dan praktikal untuk digunakan dalam kehidupan harian, sama ada di rumah, tempat kerja ataupun masyarakat. Buku ini mempunyai nilai yang sangat sesuai dengan 4 Penggerak GAB. Dengan mengaplikasikan nilai-nilai dari buku ini, anda akan mencapai kelajuan maksimum dalam kerja sehari-hari anda. Kesedaran terhadap konsep tersebut telah membantu saya dengan kelemahan saya. Kerjasama diantara rakan sekerja saya telah bertambah baik kerana mereka juga mengamalkan konsep yang sama.



The basic concepts of "The Speed of Trust" serve as a metaphor for how trust operates in our lives. The key is in understanding and learning how to apply it. Understanding these concepts will enable you to see, speak and behave in ways that establish trust, allowing you to become a leader who gets results by inspiring trust in others. Since applying these concepts into practice, our work speed has increased, resulting in cost reductions.

Konsep asas buku "The Speed of Trust" digunakan sebagai metafora untuk menunjukkan cara kepercayaan beroperasi dalam hidup kita. Cara menggunakan adalah dengan memahami dan mempelajari cara mengaplikasikannya. Kefahaman konsep ini akan memberikan anda kebolehan untuk mewujudkan kepercayaan dengan cara anda bercakap dan berkelakuan. Ini membolehkan anda menjadi seorang pemimpin yang menyiapkan kerja dengan memberi inspirasi kepada yang lain. Sejak mengaplikasikan konsep ini, kerja kami telah bertambah cepat, mengakibatkan dalam pengurangan kos.



## WELL DONE!

The Supply Chain department organised a luncheon for the internal auditors for ISO/HACCP/5S, as well as the taste test panel, to recognise their invaluable services over the past year. In his speech, our director, Peter Vogtlander, thanked the auditors for all they did throughout the year. We excelled at our jobs due to the improvement they inspired. He also thanked the taste testers. The food was good and everybody enjoyed themselves at the lunch.

Jabatan Rantaian Bekalan telah menganjurkan majlis makan tengahari untuk juruaudit ISO/HACCP/5S, serta penguji rasa bagi menghargai jasa mereka sepanjang tahun. Dalam ucapan tahniahnya, En. Peter Vogtlander, pengarah kami, berterimakasih terhadap para juruaudit di atas kecermerlangan yang ditunjukkan mereka sepanjang tahun. Berdasarkan kemajuan menyeluruh yang dilahirkan oleh mereka, kami lulus dengan cemerlang. Beliau juga berterimakasih terhadap penguji rasa. Makanan yang dihidangkan amat bagus dan semua orang menikmatinya.



"Ini merupakan hasil usaha semua! Tahniah kepada semua terutama juru audit dalaman."

- KOAY BENG HUAT, QMR dan Ketua Jaminan Kualiti dan Proses



"Keep it up! This is teamwork from all, including the internal auditors, who have done a good job to assess and verify the systems, so we know we are producing consistent, good quality beers."

-CHEY KAY MUN, Deputy Quality Management Representative (QMR) and Manager of Quality & Process Assurance



"5S (Susunan, Pembetulan, Standard Kebersihan, Penyeragaman, Perlanjutan) sepertutnya diamalkan oleh semua - termasuk pekerja pejabat"

-ONG CHONG BOO, Pengurus Prosess, Inovasi dan Pembangunan



"The auditors are the very best."

- PAUL WOOD,  
Operations  
Manager for  
Brewing & Process  
Quality & Process  
Assurance



SIGN UP AND BE TASTE TEST PANELLISTS! All are welcome! But you must commit yourself fully, because you have to go do tasting a few times weekly. This is open to everyone, not just Supply Chain. The more the merrier! For more information contact Tel: (03) 7861 4418 (Hum, Chey, or Koay).

- HUM CHUNG GHEE, Manager of Learning & Development

JADILAH PARA PENGUJI RASA! Kami mengalu-alukan penyertaan semua! Tetapi kami memerlukan komitment sepenuh anda untuk mengadakan ujian rasa beberapa kali seminggu. Kami mempelawa semua, bukan sahaja jabatan Rangkaian Belakan. Untuk maklumat lanjut, sila hubungi Tel: (03) 7861 4418 (Hum, Chey, ataupun Koay).

- HUM CHUNG GHEE, Pengurus Pelajaran dan Penbangunan



Members of the Commercial section (including Sales and Marketing organisations) from all over Malaysia congregated at the Putrajaya Marriott for the annual National Commercial Conference (NCC). The conference's main highlight was the Sales force reorganisation, but it also featured updates from the other departments as well as brand presentations.

Charles Ireland, Managing Director of GAB, elaborates on the progress made at the NCC. He explains, "The NCC involved the new Sales force restructure; we talked about recruiting an extra 30 people into the Commercial section, of which 26 are going to be in Sales. We also discussed the changes in the way of working and the realignment of responsibilities."

Charles was rather pleased with the outcome of the NCC. "On the whole, it was very well received. People really got the rationale for the changes, and understood the logic and professional work that had gone into implementing them. The vast majority left in a very positive frame of mind."

In addition to the primary sessions, the NCC also saw the internal revelation of the GAB Academy Bus (Mobile Academy), a gala dinner on the last night, and a Drink Sensibly workshop.

Kakitangan daripada seksyen Komersial (termasuk organisasi Jualan dan Pemasaran) di seluruh Malaysia berkumpul di Putrajaya Mariott untuk Persidangan Komersial Nasional (NCC). Sesi utama presidangan ini ialah penstrukturkan semula organisasi Jualan, tetapi ia juga memaparkan berita terkini daripada jabatan-jabatan lain dan persembahan jenama-jenama.

Charles Ireland, Pengarah Urusan GAB, menghuraikan kemajuan yang dicapai di NCC. Dia menjelaskan, "NCC menglibatkan pengstrukturkan semula organisasi Jualan; kita berbincang tentang mengambil 30 orang ekstra ke dalam seksyen Komersial, di mana 26 daripada mereka akan di dalam Jualan. Kita juga berbicara tentang perubahan cara bekerja serta pelarasan tanggungjawab."

Charles amat bahagia dengan keputusan NCC. "Secara keseluruhannya, ia diterima dengan baik. Kakitangan benar-benar memahami sebab, logik di belakang perubahan-perubahan ini, serta usaha gigih dalam melaksanakannya. Sebahagian besar daripada mereka meninggal NCC dengan fikiran yang positif."

Selain daripada sesi-sesi utama, NCC juga melihat pelancaran dalam Bas Akademi GAB (Akademi Bergerak), makan malam 'gala' pada malam terakhir, dan bengkel "Minum Dengan Bertanggungjawab"

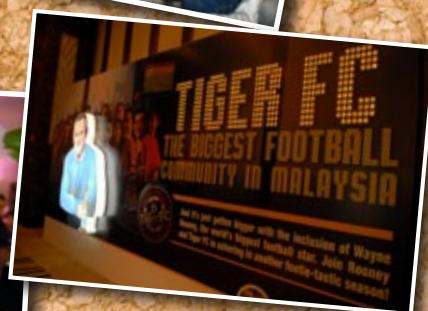


### Day 1

After our arrival at the venue and lunch, we kicked off with the MD's welcoming speech and presentation. We subsequently had updates from the following departments...

- Finance
- Human Resources
- Corporate Relations and Legal
- Supply Chain
- Marketing

The day ended with the main event, the Sales reorganisation session. After that, we headed off for dinner.



### Day 2

The day started out with various Sales breakout sessions, followed by lunch. We then went over into the afternoon sessions...

- Talk on "Change Management"
- Training on "Executive Excellence Sales Call"
- GAB Values Survey

Dinner was very lively, with all the regions coming up with their own performances!



### Day 3

Today was Training Day, with the leadership team undergoing the "Leadership Foundation by Franklin Covey" course, while the Sales force had the QDVP3 and "8-Steps Sales Call" trainings. The day ended with a Gala Dinner.



### Gala Dinner



### Day 4

Several sessions went on simultaneously today, including...

- Brand Presentations
- Trade Marketing Presentatin GAB Academy Bus
- Drink Sensibly

The conference had been a long and tiring, but fun and productive one. Now we are all ready to "accelerate as one" towards 2011!

# Sales Department



## DISTRIBUTOR ENGAGEMENT FORUM FORUM PERBICARAAN PENGEDAR

The rationale behind GAB's Distributor Engagement Forums is to interact with the distributors, allowing frank discussions between GAB and its distributors, benefitting both parties. The latest phase of the distributor engagement forums was held in the month of June in Melaka, Petaling Jaya, and Penang.

The forums were very lively, with many opinions flying around from the distributors. These sessions were very productive as it helped GAB discover areas that can be improved to provide better service to the distributors.

Forum Perbicaraan Pengedar GAB diadakan untuk berinteraksi dengan para pengedar GAB dan berbincang secara telus di antara GAB dan para pengedar yang akan memanfaatkan kedua-dua pihak. Fasa terkini forum tersebut telah diadakan pada bulan Jun di Melaka, Petaling Jaya dan Pulau Pinang.

Forum-forum ini sangat rancak, dengan banyak pendapat daripada para pengedar. Sesi-sesi tersebut sangat produktif kerana ia telah membantu GAB memperbaiki kelemahan mereka dan menyediakan perkhidmatan yang lebih baik untuk para pengedar.

**Priscilla Twong**

**Albertwines & Beers Sdn Bhd**  
"We get a clearer picture on how to move our business forward."

"Kami lagi memahami cara untuk memajukan perniagaan kami."

**Yap Hong Hee**

**Joo Guan Group of Companies**

"It is very useful as we are more transparent with each other and we can discuss about issues and give out suggestions... with this we can improve... we need more communication eg. GAB Report.

The Q&A was the best part."

"Ia telah memanfaatkan kami kerana kami sangat telus sesama sendiri dan kami boleh membincangkan tentang pelbagai isu dan memberikan pendapat... dengan ini kami boleh bertambah baik... kami memerlukan lebih banyak komunikasi sesama sendiri. Eg. Laporan GAB. Sesi soal jawab merupakan kesi terbaik."

**Raymond Tan (Director)**

**Chop Chee Seng Sdn Bhd**  
"It was a very good session. It would be good if GAB could have this session more frequently"

"Ia merupakan sesi yang baik. GAB patut melakukan sesi seperti ini dengan lebih kerap"

Successful year...

Key	Actual	Ex-GAB Target
EBITDA	✓	
EBITDA Margin	✓	
EBITDA %	?	


**Look Seng Chee  
(Account Executive)  
Kum Wah Sdn Bhd**

"It is very interesting because we can have 2-way communication with GAB and we can voice out our problems."

"Ia sangat menarik kerana kami boleh memulakan komunikasi dua hala dengan GAB dan kami boleh meluahkan masalah kami."

**Wong Chin Wui (Business Management Executive)**

**Wong Long Cheong Sdn Bhd**

"It is very good because they make it a point to explain to us and make us understand the problems and issues."

"Ia sangat baik kerana mereka memastikan bahawa mereka menerangkan isu-isu dan masalah kepada kami dan memastikan kami memahaminya."

**Tricia Lim (Management Executive)  
& Lim Pay Kaon (Managing Director)  
Tong Thye Siang Sdn Bhd**

"I think it is very beneficial to all the dealers as well as GAB because we are able to communicate more and we are able to understand each other's problem."

"Saya rasa ia sangat bermanfaat kepada semua pengedar dan juga GAB kerana kami boleh berkomunikasi dan kami boleh memahami masalah-masalah kedua-dua pihak."

## A PIONTA BEORACH LE DO THOIL (A PINT OF BEER PLEASE)



Outlet: Irish Harrier  
Address: G-20, Jalan PM7, Plaza Mahkota, 75000 Melaka

Irish Harrier, one of the 2 Irish pubs in Melaka, is a closest thing to an Irish pub that you can get to this side of Belfast. It has only been open since December 2009, but it already has a lot of customers, mainly made up of young working adults.

It has a warm and cozy ambience. With its wooden interiors, dim lighting and oldies music playing in the background, it is a great place for people to just sit back, relax and have a good chat with friends, accompanied by a pint of GUINNESS or KILKENNY.

They not only serve drinks but they also have an *a la carte* menu, offering Western and Chinese dishes. They also host events in the pub, such as birthday parties.

If you are looking for a great place to hang out with friends and family while enjoying a good drink, this is the place to be.



## A CRABBY AFFAIR

Standing at the entrance of the restaurant, it looks like any other *makan* place you can find around Melaka. Live crabs and frogs are displayed at the entrance and as you walk in, you can see typical coffeeshop tables with marble tops and a television on your right. The general impression you get is that it is just a normal restaurant. But the food - ah, the food makes all the difference!

The restaurant is managed by Wong Teu Hoon and his wife, with his younger brother as the chef. Wong Teu Hoon has been a happy GAB client for the past 19 years and his restaurant was the first ever solus outlet in Melaka.

The restaurant sees a lot of customers, mainly tourists and regulars. Their regulars are mostly blue-collar workers. The best-selling product among their customers is TIGER beer, so of course we had to try both standard TIGER and TIGER Crystal. They also have signature crab dishes to go with it. These signature dishes include 'cili padi' crab, sweet and sour crab and salted baked crab. The crab dishes are to die for as the crabs are cooked just right, the sauce is great and the crabs served are huge. We had all three crab dishes and there is only one word to describe them. Perfect.



Outlet: Restaurant Lu Yeh Yen  
Address: 154-A, Jalan Bunga Raya, 75100 Melaka  
Tel: (06) 281 7282  
Specialties: Crab Dishes



## "SEA"NGING AND DRINKING



If you think you have seen every kind of karaoke outlet there is, you might want to think again. GoGo KTV is a karaoke outlet with a twist. It is located on the edge of a jetty that stretches far into the sea. Imagine singing to your favourite song while gazing into the magnificent sea view.

GoGo KTV has 2 floors, with 84 rooms in total. There is both an indoor and an outdoor area, with the karaoke rooms located indoors and a drinking area outdoors. The drinking area is a quiet, open space with a spectacular view of the sea.

Best of all, the manager claims that the outlet has the lowest karaoke rates in Melaka! So, if you're looking for karaoke on the cheap with a difference, head over to GoGo KTV!

Outlet: GoGo KTV  
Address: Jalan Syed Abdul Aziz, 75000 Melaka  
Tel: (06) 288 1788

## THE ARENA OF HEINEKEN



If you are thirsty for a pint of HEINEKEN, then head over to Arena, an outlet where over 90% of what they serve is HEINEKEN! Of course, that is not all there is to it. Inside its glass walls is a big stage that caters to live performances. If you're lucky, you can get to see the bartender juggle bottles with fire at the tip of each bottle.

Arena is always crowded, no matter what day of the week. When we went there on a Tuesday night, it was packed with people dancing to the music while enjoying their HEINEKEN.

Arena provides offers and hosts events nearly every day of the week. They arrange events such as Ladies Night, performances by famous DJs such as Ben Cracko, the Champion of the Juice DJ Quest and Regional Malaysia DJ Battle Championship, Arena Happy Hour and Happy Hour Night.

Outlet: Arena  
Address: Lot G01, F102, 12-A, Jalan Syed Abdul Aziz, 75000 Melaka.  
Tel: (016) 675 2000



# Regions

## FUN IN THE SUN IN PULAU PERHENTIAN

The warm sunlight, the smell of sea salt, sandy beaches and tall coconut trees... this truly describes the idyllic paradise that is Perhentian Island. The Melaka Sales team spent 3 days there – but not on vacation. In fact, they were on a teambuilding trip together with their trade partners at Perhentian Island from the 27th to the 29th of March 2010. A variety of fun activities were held in order to improve the Sales team's morale, team spirit and performance. It was also to strengthen the bond between members of the Melaka Sales team and their trade partners. It was a very fruitful experience for all of those who participated and one that let the Sales team return to work refreshed, re-energised and raring to go.



## BERGEMBIRA DI BAWAH MATAHARI DI PULAU PERHENTIAN

Sinaran matahari yang hangat, bau garam laut, pantai berpasir dan pokok kelapa yang tinggi... itulah apa yang menggambarkan syurga yang ideal, iaitu Pulau Perhentian. Pasukan jualan Melaka telah menghabiskan 3 hari di sana – tetapi bukan untuk bercuti. Mereka mengadakan kursus Bina Semangat bersama dengan rakan perdagangan mereka di Pulau Perhentian dari 27 hingga 29 Mac 2010. Pelbagai aktiviti yang menarik telah diadakan untuk meningkatkan moral, semangat berpasukan dan prestasi pasukan pasukan jualan Melaka. Ia juga untuk menguatkan hubungan di antara pasukan jualan Melaka dan rakan perdagangan mereka. Ia merupakan pengalaman yang baik untuk mereka yang menyertai kursus tersebut dan ia juga membuat pasukan jualan Melaka lebih bersedia untuk bertugas semula.

## Rain in Sight, Let Us Clean Pencala River Right

### Hujan Lebat, Marilah Kita Membersihkan Sungai Pencala dengan Giat

It was a great morning at the Pencala River. The sun was shining, the birds were chirping, everyone at the event was having fun... until it started to pour. Then, they had even more fun! It didn't stop them as they continued to engage in the nature hunt activity under the rain. It was not only a fun event for the volunteers but it was also an event where they could learn more about the conservation and rehabilitation of the Pencala River. GAB staff even suggested that this kind of event should be held more often!



"Kami belajar banyak tentang tubuh-tumbuhan dan herba-herba... hujan memangnya paling seronok!" -- SIVANESEN A/L PARAMASI, Juruteknik Bru, Jabatan Bru



"It was fun! We never expected the rain. People have the mindset to litter... we have to educate the society in looking after the environment." -- WONG PIT WOON, Maintenance Manager, Engineering Department



Itanya merupakan hari yang baik di Sg. Pencala. Matahari bersinar cerah, burung berkicauan dan semua orang bergembira... sehingga hujan lebat turun. Selepas itu, mereka menjadi lebih seronok! Hujan lebat tidak menghalang mereka daripada bergiat dalam aktiviti 'nature hunt'. Kegiatan ini bukan sahaja seronok untuk para sukarelawan, tetapi juga kegiatan di mana mereka dapat belajar tentang konservasi dan pemuliharaan Sg. Pencala. Para pekerja GAB pun bercadang bahawa kegiatan seperti ini sepatutnya diadakan lebih kerap!



"Belajar banyak tentang habitat semulajadi... ingin GAB untuk mengadakan kegiatan ini lagi! -- ZULKIFLI ABU BAKAR, Juruteknik Bru, Jabatan Bru



"Something different... can see nature at its best!" -- CAROLYN SHAMINI, Communications Manager, Corporate Relations & Legal



### A Wonderful Storytime with GABBY Masa Bercerita yang Hebat dengan GABBY

Once upon a time, water all over was clean and blue. After some time, all of that began to change, as people started to pollute it. GAB saw all of this and thought, "This is not good, as dirty water is bad for the environment and you." So, with the Working Actively Through Education & Rehabilitation (W.A.T.E.R) project initiated by GAB Foundation, they started "Storytime with GABBY". The aim is to teach children between the ages of 5 to 10 about how bad polluting water is, both for the environment and for them. The latest installment was held during the months of April and May in Ipoh, Seremban and Melaka. Children were thrilled, excited, and they had lots of fun with all the interesting activities lined up for them. Most importantly, they learnt a lot about conserving water.

Pada zaman dahulu, air di seluruh dunia bersih serta biru. Selepas jangkamasa yang panjang, semua ini mula berubah, apabila orang ramai mencemarinya. GAB melihat semua ini dan berfikir, "Ini tidak baik, kerana air kotor buruk untuk persekitaran dan anda." Oleh itu, dengan projek Working

Actively Through Education & Rehabilitation (W.A.T.E.R) yang dimulakan oleh Yayasan GAB, mereka mengadakan "Masa bercerita dengan GABBY". Matlamatnya ialah untuk mengajar kanak-kanak berumur 5-10 tentang betapa buruknya pencemaran air terhadap persekitaran serta diri sendiri mereka. Peristiwa ini yang terkini diadakan pada bulan April dan Mei di Ipoh, Seremban dan Melaka. Kanak-kanak seronok dan bergembira dengan semua aktiviti menarik yang disediakan untuk mereka. Lebih pentingnya, mereka mempelajari banyak tentang pemeliharaan air.



# Drink Sensibly

## DRINK SENSIBLY AT THE NCC – AND EVERYWHERE ELSE MINUM DENGAN BERTANGGUNGJAWAB DI NCC – DAN DI MANA-MANA

At the recently concluded NCC, GAB organised a Drink Sensibly workshop on the final day. The Drink Sensibly session was about how one should be responsible when they drink. Various topics were covered such as how alcohol affects the human body, the amount of alcohol the body can process per hour, how different genders react differently to alcohol and so on. The session informed GAB employees on the need to be responsible when drinking. Some employees shared their views on the Drink Sensibly session below.

GAB telah mengadakan satu bengkel 'Drink Sensibly' pada hari terakhir NCC. Sesi tersebut bertujuan untuk mengingatkan semua untuk minum dengan bertanggungjawab. Diantara topik yang dibentangkan termasuk bagaimana alkohol mempengaruhi tubuh kita dan masa yang diperlukan untuk memproses satu minuman alkohol berpiawai. Beberapa rakan sekerja berkongsi pandangan mereka terhadap sesi tersebut.



### Kam Wai Loong (ASM, Central)

A very good session to educate our staff about how much alcohol we can take, what is the right consumption our body can take and that food needs to be taken before we drink.

### Tang Luong Yih (Steven) (Jualan, Malaysia Timur)

Sesi ini penting untuk memberi kesedaran kepada pekerja GAB apabila mereka berhibur dengan pelanggan.

### Eileen Teh (Marketing)

I think it has certainly helped in terms of my understanding how alcohol affects us in our body, the effects of it and also what is the right amount we can consume.

### Jaclyn Lim (Financial Analyst)

It is a pro-active approach to educate drinkers to drink responsibly. It was very informative and well presented with clear explanations on the right amount of alcohol consumption.

### Ganesan Kalimuthu (Jualan, Central)

Terima kasih GAB kerana mengadakan sesi ini!