



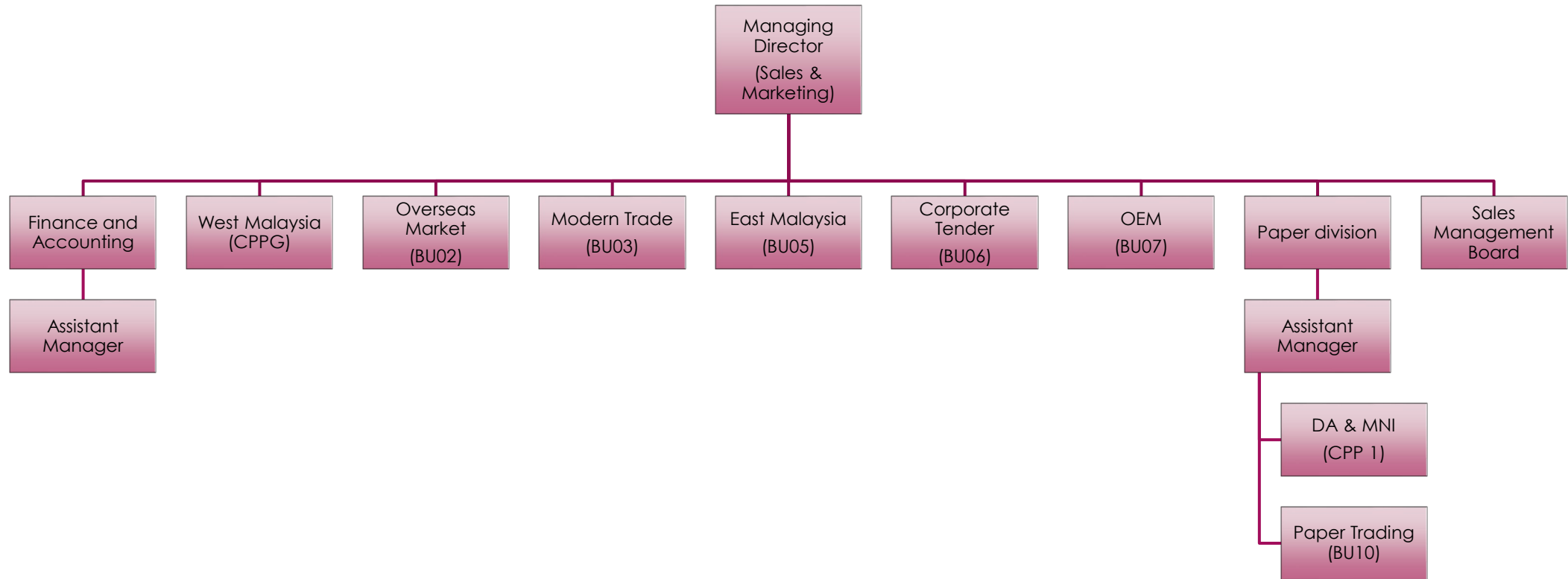
CP Stationery Sdn Bhd

COMPANY PROFILE

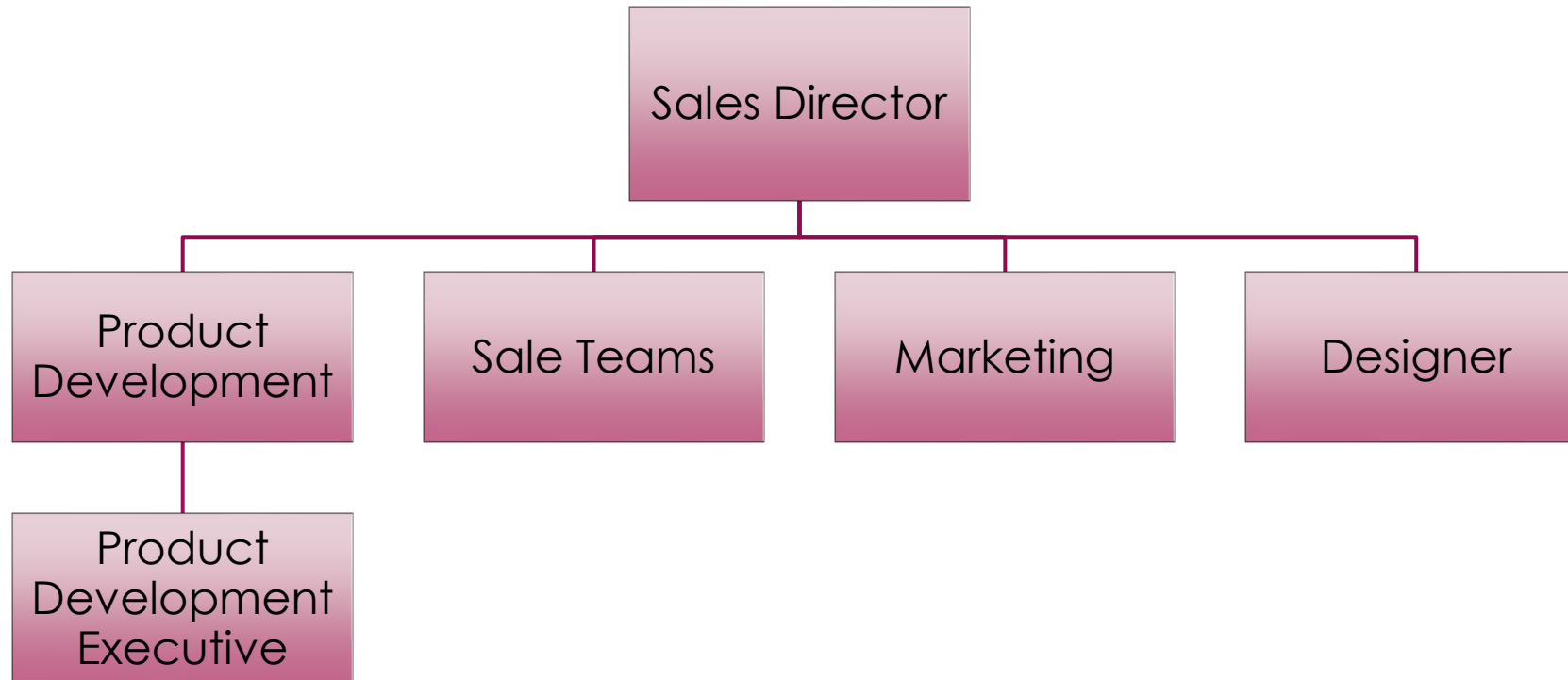
ABOUT US

- ▶ **CP Stationery Sdn Bhd**, a company incorporated in Malaysia (Penang) engages in the manufacturing of paper stationery, import and distribution of wide range of school and office stationery.
- ▶ Established date: 3 April 2001
- ▶ Address: 1947, Lorong IKS Bukit Minyak 2, Taman IKS Bukit Minyak, 14100 Simpang Ampat, Penang, Malaysia.
- ▶ Phone number: 604-5073690 Fax number: 604-5050693
- ▶ Website: www.cpstationery.com.my
- ▶ Number of employees: 120 (including sales force)

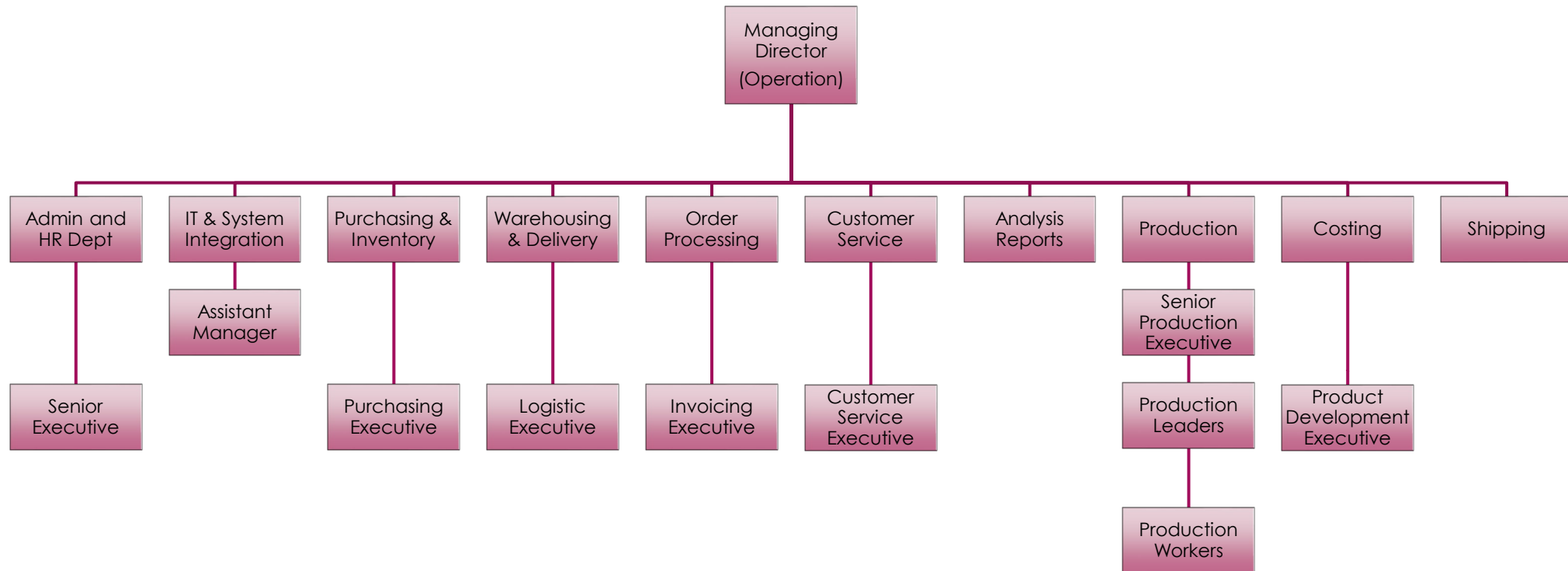
Functional Organization Structure



Sales and Marketing Division Structure



Operation Division Structure



Company's Vision

- ▶ **Excellence in Products & Distribution Network**
- ▶ The company's main vision is to create an extensive sales network that will serve as a platform for our own products and also products of our business partners.

Mission Statement

- ▶ **Reliable Order Capturing IT System to Reduce Delivery Lead Time**
- ▶ We strive not only on continuous improvement in products innovation, but to create extensive distribution networks & compress our supply chains to achieve maximum cost effectiveness and minimum delivery lead time.

Business at a Glance

- ▶ **Manufacturer of Quality Paper Stationery**
- ▶ Our brands: **CP** (*Creative Products*) & **KAMI** – Paper & Stationery Products
- ▶ **RWT** – Bill Book
- ▶ **KiTA** – File & Folder
- ▶ **BEE** – Food Packaging Paper
- ▶ CP specializes in paper stationery production since July 1999. We produce various of paper products such as loose leaf, writing pad, drawing block, note book, multipurpose paper, color paper and so on.

Business at a Glance

- ▶ **Distributor for International and Local Renowned Brands in Stationery**
- ▶ Supply variety of stationery products such as files, writing and drawing instruments, children's books and so on.
- ▶ Authorized distributor for: **DOUBLE A** – A4 Paper (*Thailand*)
- ▶ Exclusive distributor for: **SCHNEIDER** – Writing Instrument (*Germany*)
- ▶ Exclusive distributor for: **PENAC** – Writing Instrument (*Japan*)
- ▶ Exclusive distributor for: **STANDARD** Pen – Writing Instrument (*Indonesia*)
- ▶ **TANG'S ART**- Gift Packaging Products (*Malaysia*)
- ▶ **WIDETECH RETYPE** - Correction Products (*Malaysia*)
- ▶ **GRABBIT** - Product for quality, convenience & value for money (*Malaysia*)
- ▶ Distributor for: **AHP** - Food Paper (*Malaysia*)
- ▶ Exclusive distributor & Co-Brand: **CP - TWINGO** – Correction Tape (*China*)
- ▶ **CP - Hamilton Claro** – Writing Instrument (*India*)
- ▶ **CP - Chomir** – Colour Pencil & 2B Pencil (*China*)

Distribution Network

- ▶ **Global Network**
- ▶ **Overseas distributions** – We export our products to Brunei, Cambodia, Philippines, Hong Kong, Maldives, Mauritius, Papua New Guinea, Singapore, New Zealand etc.

Distribution Network

- ▶ **The Extensive Distribution Network to Reach Out to the Mass Market**
- ▶ We offer **4,000** extensive distribution networks in Malaysia.
- ▶ **Modern Trade and Key Stationery outlets.** The company has direct distribution access to most of the key accounts in Malaysia.
- ▶ The company operates under consignment basis with key accounts such as **MPH Bookstore** (10 outlets), **Borders** (9 outlets), **BookXcess** (19 outlets), **Giant** Group (38 outlets), **Aeon Big** Group (16 outlets), **TF Value Mart** Group (37 outlets), **Billion & Pantai Timor** Group (31 outlets), **The Store, Pacific & Milimewa** Group (54 outlets), **Maslee** Group (16 outlets), **Songmart** (16 outlets), **Gallery Bookstore** (3 outlets), **Emart** (Sarawak) (7 outlets), **Servay Hypermarket** (Sabah) (4 outlets) **Pasaraya CS Brothers**, **Pavillion II** (Midas), **Tanjong Mas** (3 outlets), **TJ Stationery**, **TLH Personal & Healthcare** & etc. The company has various to manage these consignment stores which increase efficiency and reduce operating cost.

Distribution Network

- ▶ Extensive coverage of **small & medium size stationery and bookshops** in urban and secondary towns. The company maintain a team of experienced salesforce and more than twenty sales persons working directly under the company to service around 4000 outlets in both East and West Malaysia.
- ▶ Strong connection with the **Education department** and have direct access to **schools and universities**. The company has engaged with MNI for more than 4 years to promote use of 100% recycled paper in Malaysia. We are also working with University Sains in Malaysia to conduct routine roadshows in schools. The roadshows also obtained good support from local media including TV coverage and print media. We believe we can do cross selling in schools and universities in time to come.
- ▶ The company also have access to corporate sales such as **Banks** and **Big Corporates**.

Core Competency - Technology & Distribution

- ▶ **Market Information at Finger Tips**
- ▶ Speedy delivery, comprehensive data mining to serve business partners and customers better.
- ▶ **Logistics**
- ▶ The company has been used to supplying goods to small outlets with small quantities in assorted packing. Orders are captured either electronically provided to sales personnel or customers' point of sales. Processing of orders and packing usually take less than 3 days and on average it takes about 3 to 5 days for goods to deliver to customers in West Malaysia depending on location.
- ▶ The company maintains a central warehouse in Butterworth, Penang.

Long Term Projection & Strategies

- ▶ **Growth in A Challenging World**
- ▶ Continue to strive to improve on human quality, technological upgrading so as to enhance productivity and efficiency.
- ▶ We believe in the philosophy of expansion via strategic partnership with all our stakeholders.
- ▶ **Creating a platform that can attract more business partners that we can work together for mutual benefits.**