

Repositioning And Moving Forward: A Case Of Pre Matters Supply And Services

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Introduction

The name of the company is Pre Matters Supply and Services which provides bird control services for manufacturing plant in the states of Penang, Kedah and Perlis that suffers from birds disturbance inside the plant. The company uses both conventional and contemporary method to assist its customer in minimizing the disturbance of birds inside the customer's manufacturing plant which includes the use of bird nets to block the access of birds towards the plant (conventional), the use of ultrasonic, laser beam, artificial bird balloons as well as bird alike objects to distract and to curb bird disturbance inside the plant.

Background of the company

Pre Matters Supply and Services started the business as bird control services provider to manufacturing plant that encounter bird disturbance in their operation site in Sungai Petani since 2006. The founder was Mr. Rizfa who has vast experience in bird control system which he learned during his younger age. To date, Pre Matters Supply and Services is the only bird control service provider in Sungai Petani area. The company uses both traditional as well as mechanical method to assist customer in curbing bird disturbance.

Currently, the company provide services to five medical equipment plant which includes Synergy Sterilisation (M) Sdn Bhd and Molnlycke Health Care Sdn. Bhd as well as one company producing Corrugated box. As the company is a single proprietorship organization, its organization structure is rather straightforward. The Managing Director, which was the owner, Mr. Rizfa himself, is assisted by one administrative officer which in turns, oversee three technicians to support the operation. The existence of respective functional department is not evident.

As simple as the organization is, Mr Rizfa currently does not set an appropriate mission and vision for his company thus resulting in a confusion of what the organization is going to be and where is the organization is heading. In the similar vein, Mr. Rizfa does not have an office for his company. Rather, the company operates as a freelance organization and this prohibits further expansion of the organization's operation and development.

Being one of the pioneering company that provide services on bird control, Pre Matters Supply and Services does not encounter fierce competition in the industry. The nature of business for the company is distinctively different from pest control industries which consist of many players. Therefore, the opportunity to grow and to expand is wide open. Nonetheless, the company is exhibiting a lack of competencies in both its internal and external operation environment.

Operation and Services

Pre Matters Supply and Services started humbly as an organization that was designated to assist its customer to overcome issue with bird disturbance in operation plant. The director of the company, Mr. Rizfa is a well-trained bird control specialist. Having completing his training oversea, Mr. Rizfa brought the expertise back to Malaysia and started the company to provide service to its customer. Mr. Rizfa uses both traditional and mechanical method to curb bird disturbance. The traditional method, is a method that uses net on the ceiling or roof top of an operation site to catch the birds. According to the customer, bird droppings is hygienic issue surrounding the operation site such that it is the reason they look for solution from Mr. Rizfa's company. Bird droppings are proven to be hazardous and is contaminating the quality of the product of the customers.

This traditional method suffers several drawbacks such that manufacturing plant that has a ceiling or roof that is higher than 5 meters create barriers for installation. A "sky-lift" is required to assist the installation or else, mechanical method will be implemented. In the similar vein, large trees surrounding the operation site prohibit the effective implementation of the method to chase away the birds as these large trees are the "home" to the birds. Lastly, it is hazardous to have installed the products in area that is relatively high from ground with the presence of birds around.

When the traditional method fails, mechanical methods are placed. One of the mechanical methods to curb bird disturbance is to install bird-like balloons. Bird-like balloons are installed in numerous locations on the operation site which was meant to scare away birds flying around the area. These locations, however, are not static. Mr. Rizfa and his team are required to shift the position of these balloons once a fortnight as the efficiency and effectiveness of the balloon reduces once the birds no longer fear the balloon attached to the location.

Bird-like balloons installation is the most common mechanical method implemented in a customer's operation site. Nonetheless, when the feasibility of bird-like balloons is in question, other mechanisms such as the use of laser and ultrasonic will be used. These methods are alternatives to bird-like balloons as they are costly and difficult to implement.

Mr. Rizfa does not have an official office for his company. Instead, the company is registered with Mr. Rizfa's house address as an indication that the company is sort of a freelance organization. Customers enquiring for bird control services can contact Mr. Rizfa either through mobile or through email. Mr. Rizfa offers on-call services for enquiries outside office hours especially late night or early morning when birds are active. He will be available on-site to assess and evaluate the severity of disturbance to provide the right solution for the customer.

Current Development

In the year 2015, upon invitation, the company became a member of Public-Private Research Network (PPRN) and participated in their research project which seeks to further enhance and develop the organization. Collaboration between the company and public university was initiated. Researchers from Universiti Malaysia Pahang are currently working closely with Mr. Rizfa and his company to seek opportunities to further enhance the products and services offered in the industry.

The company could now look forward to automating the balloon birds which are currently installed as static products at a customer's site. The development of PLC control systems as well as the integration of mobile apps attached with the system could allow Mr. Rizfa to control its

product without being physically presence at the customer's site. This development would allow Mr. Rizfa and his technical team to be virtually available for troubleshooting and monitoring.

Soon, Mr. Rizfa sets forward to strengthen the skills and knowledge of this technical team. The company has recently suffered from the lack of man power as well as the lack of interest of technical team member to work long hour. Mr Rizfa acknowledge that while the job scope looks interesting and attractive at the very beginning, technical staff tends to get bored the longer they engage in the job as this is a very routine job. Mr. Rizfa is seeking for professional advice on enriching the job scope of his technical team to retain his workforce. According to Mr. Rizfa, the time required to train a new technical staff to be completely independent to serve the customer would be around 3 to 6 months.

In the similar vein, Mr. Rizfa is set to structure his organization to better position itself towards the increasing demand of its service. At present, Mr. Rizfa informed that there has been a rising demand for services. However, geographical limitation as well as lack of man power and appropriate marketing strategy results in him turning down most of the enquiries. The loss of such avenue is heavily felt and Mr. Rizfa is very determined to rectify this shortcomings to enable him to grab as many opportunity for business development as possible.

Main issue or problem to be addressed.

While facing almost no competition in the existing market, Pre Matters Supply and Services do suffer from management efficiencies as well as operational effectiveness. The company currently provide services to five medical equipment plant which includes Synergy Sterilisation (M) Sdn Bhd and Molnlycke Health Care Sdn. Bhd as well as one company producing Corrugated box. A site visit to Synergy Sterilisation (M) Sdn Bhd reveals that the customer is satisfied with the level of services provided by the company. The customer also acclaimed that the company has potential to grow further if appropriate support and assistance is provided to the company.

As the company is a single proprietorship organization, its organization structure is rather straightforward. The Managing Director, which was the owner, Mr. Rizfa himself, is assisted by one administrative officer which in turns, oversee three technicians to support the operation. The

existence of respective functional department is not evident. Worse still, the organization suffers from the fact that it does not possess a proper business office. Rather, the current residence of the managing director is used as the operating office instead. In addition to that, the organization seems not to possess a proper vision and mission statement to drive the growth and development of the organization.

Given such circumstances, the development and expansion plans of the business to states other than the above-mentioned, stumbled. The managing director, Mr. Rizfa admits that it is hard for him to oversee request and demand from customer from afar due to the logistic and mobility limitations of his operation unit.

In the similar vein, the efficiency and efficacy of solutions provided to customers in curbing bird disturbance does not always achieved satisfactory level. It was told that in certain occasion, it is not the product or the curbing strategies that failed the implementation of the solutions, rather, the human aspects (the compliance of the staff towards the curbing strategies implemented) as well as the technicality issues such as the design of the customer's factory that leads to implementation failure of its services.

As of current, Pre Matters Supply and Services is in collaboration with Universiti Malaysia Pahang to develop an automated PLC system which can be operate through mobile phone apps to automate static balloons that are installed in targeted area around customer manufacturing plant. Such implementation will further enhance the current solutions to curb bird disturbance around the compound.

Concluding Paragraph

The remaining question will be: 1) What are the steps that the company should take to strategize and coordinate their operation? 2) How to make sure that the company's management and operation would run smoothly in the long term given the rising popularity and demand towards their services and 3) How can the product and services offered be innovate further?

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