

## PARKSON OPENS IN KOTA BHARU AND KOTA KINABALU



- ▶ Road Safety Campaign by Amsteel Klang
- ▶ Silverstone Tyres Shine At MRC Round 3
- ▶ In-House Training For Directors

Puan Sri Chelsia Cheng (left) handing over the Group's donation towards Typhoon Morakot Fund



## PARKSON OPENS IN KOTA BHARU AND KOTA KINABALU

A brand new Parkson department store was opened in Kota Bharu's largest mall 'Kota Bharu Trade Centre (KBTC)' on 15 August 2009, offering a wider range of lifestyle merchandise to serve the shoppers in Kelantan with an array of international and local brands.

Parkson KBTC occupies 100,000 sq ft, spanning 3 floors and carries over 350 brands of merchandise, including 40 brands which are new and exclusive to Parkson KBTC such as Polo,

Timberland, EGG, Mint, Santa Barbara, XIXILI, Hilly, Loyal Green and many more.

Parkson KBTC also carries a wide selection of cosmetics & fragrances, women's shoe, handbag and accessories from Estee Lauder, Lancome, Kate Moss, Giorgio Armani, URS, Nichi, Tiffany; new fashion labels consisting of men's and sports apparel, men's shoes and luggage from Alain Delon, GMV, Valentino Rudy, Oreef, Camel Active, Hush

Puppies and Elle Paris.

Parkson's Marketing & Merchandising General Manager, Mr Raymond Teo said the new Parkson KBTC helps to add glam and thrill to the retail and tourism market in line with the East Coast Economic Region's development plan to position Kota Bharu to serve as the principal East Coast cross-border trading and tourism centre.

### KOTA BHARU



### KOTA KINABALU



## AID FOR TYPHOON MORAKOT VICTIMS



Our Group donated RM100,000 to the Typhoon Morakot Fund to help the people affected by the recent typhoon in Taiwan.

The donation was handed over by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng (fourth from left) to His Excellency Victor C.Y. Tseng (fifth from right), Representative of Taipei Economic and Cultural Office in Malaysia.

The Associated Chinese Chambers of Commerce and Industry Malaysia (ACCCIM) helmed by our Group Chairman and CEO, Tan Sri William Cheng, and some of its constituent members also presented their contributions to the Fund.

The opening of Parkson at 1 Borneo on 17 August 2009 is Parkson's 2nd outlet in Kota Kinabalu and the 7th in East Malaysia. The outlet is the new anchor tenant of 1 Borneo with a retail space of 113,000 sq. ft. spread over 2 floors of shopping paradise.

Parkson 1 Borneo offers an extensive range of luxurious merchandise from designer labels to household items, from cosmetics and fragrances to footwear and many more to satisfy shoppers' needs.

Parkson's Chief Operating Officer, Mr Toh Peng Koon said, "As a 'Fashion Lifestyle Family Department Store', we continue to differentiate PARKSON through the best service development and latest merchandise selection to meet shoppers' needs. We must constantly be innovative in offering attractive value added retail propositions to our shoppers in order to remain relevant. Parkson 1 Borneo will be no different. It's also an important step towards our strategy of growing market share."

## PARKSON DIBUKA DI KOTA BHARU DAN KOTA KINABALU

### KOTA BHARU

Sebuah stor baru Parkson telah dibuka di gedung terbesar di Kota Bharu, Pusat Dagangan Kota Bharu (PDKB) pada 15 Ogos 2009, menawarkan pelbagai rangkaian barangan gaya hidup berjenama luar negara dan tempatan bagi memenuhi citarasa warga Kelantan.

Parkson PDKB dengan keluasan 100,000 kaki persegi merangkumi 3 tingkat menawarkan lebih 350 jenama barangan, termasuk 40 jenama baru dan eksklusif kepada Parkson PDKB, seperti Polo, Timberland, EGG, Mint, Santa Barbara, XIXILI, Hilly, Loyal Green dan banyak lagi.

Parkson PDKB juga mempunyai rangkaian luas kosmetik dan minyak wangi; kasut dan beg tangan wanita serta aksesori daripada Estee Lauder, Lancome, Kate Moss, Giorgio Armani, URS, Nichi, Tiffany; label fesyen baru dan kasut untuk lelaki; pakaian sukan dan beg kembara daripada Alain Delon, GMV, Valentino Rudy, Oreef, Camel Active, Hush Puppies dan Elle Paris.

Pengurus Besar Pemasaran dan Barangan Parkson, Encik Raymond Teo berkata Parkson PDKB dapat menambah keceriaan dan glamor kepada pasaran runcit dan pelancongan seiring dengan rancangan pembangunan Wilayah Ekonomi Pantai Timur bagi meletakkan Kota Bharu sebagai pusat perniagaan antara-sempadan dan pelancongan.

### KOTA KINABALU

Pembukaan Parkson 1 Borneo pada 17 Ogos 2009 adalah stor kedua Parkson di Kota Kinabalu dan yang ketujuh di Malaysia Timur. Stor terbaru dengan keluasan 113,000 kaki persegi merangkumi 2 tingkat syurga membeli-belah ini merupakan penyewa utama di gedung 1 Borneo.

Parkson 1 Borneo menawarkan pelbagai rangkaian barangan mewah daripada jenama terkemuka sehinggalah barangan keperluan rumah; kosmetik dan minyak wangi; kasut serta pelbagai barangan lagi bagi memenuhi keperluan pengguna.

Ketua Pegawai Operasi Parkson, Encik Toh Peng Koon berkata, "Sebagai sebuah stor Gaya Hidup Fesyen Keluarga, kami akan terus membezakan Parkson menerusi perkembangan perkhidmatan terbaik dan barangan terkini untuk memenuhi keperluan pengguna. Kami mesti selalu berinovasi dan menawarkan nilai tambah peruncitan kepada para pelanggan untuk kekal berdaya saing. Parkson 1 Borneo tidak terkecuali. Ia adalah langkah penting dalam strategi untuk meluaskan bahagian pasaran".

## 百盛在哥打峇鲁及亞庇开张营业

### 哥打峇鲁

一间崭新的百盛百货商店于2009年8月15日在哥打峇鲁最大的购物中心哥打峇鲁贸易中心(KBTC)开业, 为吉兰丹购物者带来了一系列国际及国内知名的时尚品牌。

KBTC百盛占地100,000平方英尺,跨越3层楼并拥有超过350个品牌的商品,包括40个新颖品牌是KBTC百盛独家售卖的。著名品牌如Polo, Timberland, EGG, Mint, Santa Barbara, XIXILI, Hilly, Loyal Green等均有出售。

KBTC百盛也提供了来自Estee Lauder、Lancome、Kate Moss、Giorgio Armani、URS、Nichi、Tiffany等多样化的化妆品和香水、女装鞋、手袋及配饰。新时尚品牌也包括了来自Alain Delon、GMV、Valentino Rudy、Oreef、Camel Active、Hush Puppies及Elle Paris的男裝衣饰及运动装。

百盛的市场及业务总经理, 张庆山先生说配合東海岸經濟特區发展計劃将哥打峇鲁规划为主要的东海岸边境贸易及旅游中心, 新张KBTC百盛将有助于刺激零售及旅游市场, 并增添魅力。

### 亞庇

百盛于2009年8月17日在1 Borneo开业的商店, 是百盛设立于亞庇的第二家商店, 及位于东马的第七家商店。该商店是1 Borneo 新的旗舰租户, 占据2层楼并拥有零售面积113,000平方英尺的购物天堂。

1 Borneo百盛提供了多种选择的奢华商品, 从各大著名品牌到家具用品、从化妆品及香水到鞋靴用品, 应有尽有, 以满足购物者的需求。

百盛首席运营员杜炳钧先生说, "作为 '一个时尚生活家庭百货商店' 我们将继续通过最好的服务发展及采购最新的商品, 以满足消费者的需求来辨别百盛。我们必须不断创新, 提供具有吸引力的附加价值零售模式, 以留住相关顾客群。1 Borneo百盛也不例外。这也是我们的市场份额增长策略的一个重要措施。"



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## EDITOR'S MESSAGE

The opening of two new stores by Parkson in Kota Bharu, Kelantan and Kota Kinabalu, Sabah in August reflects on the expanding network of our retail operations and growing optimism in the local economy. The two new outlets promise a whole new shopping experience for customers and their families with a trip to the shopping mall being a family outing for many people these days. With something for everyone in the family ranging from personal to household needs, sporting local and international brands that cater to a wide range of tastes and budgets in a most pleasing environment with nice décor and attractive displays, Parkson is certainly living up to its tagline of a 'fashion lifestyle family department store'. The total number of Parkson outlets now stand at 82 with 35 in Malaysia, 42 in China and five in Vietnam.

Our steel mills are continuing to live up to the challenge of 'greening' their premises and instilling a sense of 'ownership' among their employees. Amsteel Klang had started their landscaping campaign last year which transformed the steel plant in Bukit Raja into a Garden of Eden. Amsteel Banting and Antara Steel Mills in Pasir Gudang have also joined the green quest with their employees carrying out beautification works involving landscaping and installing water features on their plots of land within the steel plants. The staff's efforts in tending to their creations and their pride and joy in owning the works of art created with their own hands is certainly reward for the 'owners' as well as visitors to the plants.

While focusing on their operations, our companies are also organizing a host of activities comprising training, sports and staff welfare programmes to provide an encouraging and conducive workplace with emphasis on skills learning and social interaction plus some healthy competition among the staff. More keen competition is expected when the Group's annual cross country is held on 15 November in Shah Alam with prizes for all 4 categories and the Tan Sri William Cheng Challenge Trophy for the overall winning company at stake. This year, there will be another challenge trophy, for the best contingent in terms of teamwork and team spirit, discipline, marching coordination etc. So, do start practicing.

## UTUSAN PENGARANG

Pembukaan dua buah stor baru Parkson di Kota Bharu, Kelantan dan Kota Kinabalu, Sabah pada bulan Ogos merupakan petanda kemajuan rangkaian operasi peruncitan kita dan perkembangan optimis ekonomi tempatan. Kedua-dua stor ini menjanjikan pengalaman membeli-belah baru kepada para pelanggan dan keluarga mereka di mana kunjungan ke kompleks membeli-belah kini merupakan aktiviti seisi keluarga. Dengan menawarkan pelbagai barangan untuk setiap ahli keluarga, daripada keperluan peribadi sehinggalah barangan rumah; pembeli dapat memilih jenama tempatan atau luar negara yang memenuhi citarasa dan belanjawan dalam suasana selesa dengan penataan menarik seiring cogankata Parkson, "stor gaya hidup fesyen keluarga". Kini Parkson memiliki sejumlah 83 buah stor dengan 35 buah di Malaysia, 42 di China dan lima di Vietnam.

Kilang besi kita meneruskan usaha 'menghijaukan' premis mereka dan menyemai semangat 'kekitaan' di kalangan pekerja. Kempen lanskap yang dimulakan Amsteel Klang tahun lepas telah menukarkan kilang di Bukit Raja menjadi 'Taman Impian'. Amsteel Banting dan Antara Steel Mills di Pasir Gudang mengikut jejak ini dan para pekerja mereka berusaha menghasilkan lanskap menarik dan kreatif dengan memasukkan elemen air di plot masing-masing. Ternyata hasil usaha dan semangat yang ditunjukkan mereka amat membanggakan dan merupakan hadiah kepada 'pemilik' serta pelawat.

Di samping memberi tumpuan kepada operasi harian, syarikat-syarikat kita turut menganjurkan pelbagai program untuk para pekerja seperti penganjuran aktiviti latihan, sukan dan kebajikan dengan memberi penekanan kepada pembelajaran untuk meningkatkan kecekapan dan interaksi sosial serta persaingan yang sihat bagi mencetus suasana kerja yang baik dan kondusif. Persaingan akan lebih dirasai semasa acara larian merentas desa tahunan anjuran Kumpulan yang akan berlangsung pada 15 November di Shah Alam di mana pelbagai hadiah menarik untuk keempat-empat kategori yang dipertandingkan serta Piala Pusingan Tan Sri William Cheng untuk juara keseluruhan sedang menanti. Tahun ini, satu lagi piala pusingan iaitu 'kontigen terbaik' yang akan dinilai dari aspek kerjasama dan semangat berpasukan, disiplin, koordinasi berkawad dan sebagainya. Jadi, mulakan latihan anda.



# AMSTEEL MILLS KLANG

## INTER-DEPARTMENT BADMINTON TOURNAMENT

**T**wenty teams comprising 16 men and 4 women vied for the championship title in the inter-department badminton tournament organised by Amsteel Mills Sdn Bhd in Klang.

For the Men's Open category, Ng Chai Heng & Lam Ging Hung emerged champion while the second and third runner-up placings went to Badrul Hisham & Zaizul Kusnan, and Mohamad Fairuz Akik & Sahhadan Jais respectively.

Lim Yoke Yee & Rita Chan came out first in the Women's Open while Leong Oi Chan & Cheah Keen Mei, and Chow Siew Ting & Ng Soo Bee took the second and third placing respectively. Amsteel Mills Director – Works Ir Dr Loh Fook Guan gave away the prizes.



► Group photo of the players.  
► Gambar berkumpul para peserta.

## SPORTS CLUB ACTIVITIES

### POCO-POCO

**T**he ladies at Amsteel are currently having fun with the Poco Poco dance which is conducted every Thursday as part of the Sports and Recreation Club's weekly activities. Poco Poco is originally from Indonesia but has now gained international recognition. The name apparently came from an artist who was so amused observing a chubby girl dancing at a festival that she uttered "poco-poco" and wrote a song about it.

It is basically a simple dance move with two right moves, two left, one back, one front and one back again which are repeated until the song ends. However, many versions have since appeared.



### SPORTS ACTIVITIES



In the Bowling Competition organised by the Steel Division Sports Club, Cik Asridah Mukti and Encik Hafiz Mustatafa, both from Amsteel Banting emerged as Individual Highest Scorer for the Women's and Men's Category respectively.



For Futsal, team Megasteel A emerged champion in the Men's Category while DRI B and Amsteel B came in second and third respectively. In the Women's Category, Amsteel Klang took the champion title while the first and second runners-up were Amsteel Banting and Lion Steel Works.

## ROAD SAFETY CAMPAIGN

**A**msteel Mills Sdn Bhd in Klang organised a Road Safety Campaign to instill the importance of road safety awareness amongst its staff. Encik Yusuf Hashim, Assistant Director of Selangor Road Safety Department or JKJR gave a talk on road safety. JKJR also put up an exhibition.

The highlight of the campaign was the affixing of the JKJR reflective stickers onto the staffs' motorcycles by Director – Works, Dr Ir Loh Fook Guan and General Manager, Mr Chen Kwong Fatt. The reflective sticker enables motorists and other road users to see the motorcyclist in the dark at night and during heavy downpour.



# AMSTEEL BANTING NEWS



- Assessing the drivers' driving competency.
- Menilai kecekapan pemanduan pemandu 'forklift'.

## TRAINING FOR FORKLIFT DRIVERS

Amsteel Mills in Banting (Amsteel II) recently organised a training session for 37 forklift drivers under the Department of Safety and Health (DOSH)'s safety plant audit.

The drivers were tested on the theoretical aspects and their driving skills, and were all joyful to pass and receive their certificates.

## FIRE DRILL DEMONSTRATION

The Amsteel II Fire Fighting and Emergency Response Team conducted a fire fighting and fire drill exercise at its plant and office premises. The exercise was a success with everyone evacuating the premises and the fire fighting team managing to put out the fire within the period after the alarm was sounded.



- The ERT Team being briefed on the fire fighting procedures (left) and putting out the 'fire' (right).
- Pasukan ERT mendengar taklimat mengenai prosedur mengawal api (kiri) dan memadam kebakaran (kanan).

## GROUP CHAIRMAN & CEO VIEWS LANDSCAPING WORKS



- Tan Sri William Cheng signing the plaque at the mural created by the staff.
- Tan Sri William Cheng menandatangani plak pada mural yang dihasilkan oleh kakitangan.



- Tan Sri William Cheng, Ir Dr Loh Fook Guan and Mr Pong Chung Kuan viewing one of the water features and landscaping works.
- Tan Sri William Cheng, Ir Dr Loh Fook Guan dan Encik Pong Chung Kuan melihat salah satu lanskap dengan elemen air.

Our Group Chairman & CEO, Tan Sri William Cheng dropped by at Amsteel II and visited a mural depicting the underwater world created by the plant's talented and creative employees, Mr Teh Kim Hoe, Encik Rizal Mohd Hussin, Encik Mohd Nasir Timyati and Encik Jamaludin Rosli. Accompanied by Director - Works, Ir Dr Loh Fook Guan and General Manager - Works, Mr Pong Chung Kuan, Tan Sri William viewed the water features and landscaping carried out by the staff, and signed a plaque at the mural.



# HAPPENINGS AT ANTARA STEEL MILLS

## TRAINING PROGRAMMES



- all's full attention and deep concentration at the Safety Training sessions.
- Penuh tekun di sesi Latihan Keselamatan.

Antara's Training Section carried out its monthly Safety Training Programme with the Safety Awareness at Work Place & Basic First Aid sessions conducted on 30 July and 20 August 2009 respectively with the Safety, Health & Environment (SHE) Department Personnel and Chairman-Works Committee as trainers. Since December 2008 to August 2009, eight training sessions have been conducted.



- Forklift Driving refresher course which is compulsory for all forklift drivers.
- Kursus ulangan 'Pemanduan Forklift' adalah wajib untuk semua pemandu forklift.

In the Competence Forklift Driving & Safety Skill (Refresher) courses, three training sessions have been conducted since June 2008 with the latest on 17 August 2009. This session is on-going as all forklift drivers are required to undergo a refresher course in accordance to the OSHA Act's requirement as well as the company's mission to curb industrial accidents.

The monthly Coaching Session for the Bomba Squad will be held next year as almost 90 % of the members have attended all the six sessions conducted since June 2008. With effective enforcement, adequate training programmes and employees' awareness, industrial accidents will be minimized or even reach 'zero' target.

## BOWLING TOURNAMENT 2009

The Bowling Tournament 2009 organised by the Sports Club received overwhelming response with a total of 25 groups and 75 individuals registering, a record for the most number of participants to date.

Encik Hamzah Ismail took the champion title for the individual master category while Encik Lokman Ayob and Encik Mohamad Ahad Hassan came in second and third respectively.

In the group category, Rolling Mill 2 emerged champion while the second and third placing went to Scrap Grader and Furnace Rolling Mill 2. Encik Zainorekhan Md Zahir from Mechanical, Steel Plant was announced the highest scorer.

Ten participants took home lucky draw hampers. All prizes were presented by the Sports Club President, Encik Mohamad Ahad Hassan.



- Winners, all.
- Para pemenang.



- Encik Mohamad Ahad (middle) with some of the winners.
- Encik Mohamad Ahad (tengah) bersama para pemenang.

## ISRAK &amp; MIKRAJ



- Employees listening attentively to the 'ceramah' by Ustaz Nizamuddin Omar (left photo).
- Kakitangan khusyu mendengar ceramah Ustaz Nizamuddin Omar (gambar kiri).

Badan Kebajikan Islam Antara (BKIA) organised a religious programme in conjunction with the 'Israk & Mikraj' (Ascension of the Prophet Mohamad) celebration on 24 July 2009.

The programme started with BKIA Advisor and General Manager, Encik Rahmat Ibrahim; and Antara's employees

performing the "Solat Maghrib", followed by the recital of 'Yasin' and 'Tahlil Perdana'.

A talk on the 'Israk' and 'Mikraj' and good practices during the holy month of 'Syaaaban' by Ustaz Nizamuddin Omar took place after 'Solat Isyak'. The event ended with guests treated to a sumptuous dinner.

## LANDSCAPE COMPETITION



► Winner/Johan: Weighbridge & Delivery.



► 1st Runner-Up/Naib Johan: Furnace, Rolling Mill 1.



► 2nd Runner-Up/Tempat Ketiga: Steel Plant.



- Entries by the other departments: Accounts, Human Resource & Admin, Purchasing, Security and Store MCL.
- Hasil kreativiti jabatan lain: Akaun, Sumber Manusia & Pentadbiran, Pembelian, Keselamatan dan Stor MCL.

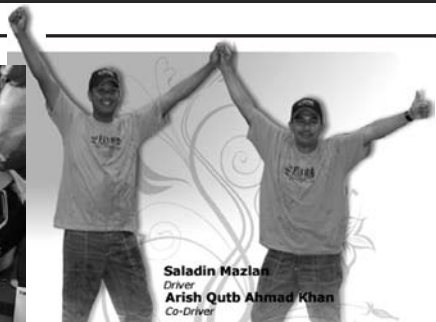
Eight departments/sections participated in the Landscape Competition in Antara Steel Mills which started in March and ended on 13 July 2009. The judge, Puan Azizah from Majlis Perbandaran Pasir Gudang was impressed by Weighbridge & Delivery, Material Control Department's efforts which received RM1,000.00 for

emerging as champion. For coming out second and third; Furnace, Rolling Mill 1 and Steel Plant walked away with RM700.00 and RM500.00 respectively.

*To all the participating departments, keep up the good work!*



## SILVERSTONE UPDATES

SILVERSTONE  
TYRES SHINE AT  
MRC ROUND 3

Saladin Mazlan  
Driver  
Arish Qutb Ahmad Khan  
Co-Driver

Silverstone tyres used by the Felda Rally Team (Waja Pert) won the Malaysian Rally Championship (MRC) Round 3 in Kota Tinggi, Johor on 1 August 2009. The championship, held in an oil palm plantation covering a distance of 227.7 km was a testament of the reliability of Silverstone tyres in motorsports racing.

The Waja Pert driven by well-known rally driver, Saladin Mazlan and co-driver, Arish Qutb Ahmad Khan took home three trophies in the 4WD and P12 categories and as overall Champion.

Silverstone also sponsored Karamjit Singh and his co-driver, Jagdeev Singh from Proton R3 Motorsport (Team Satria Neo) for the MRC and Asia Pacific Rally Championship.



► Karamjit Singh (right) and Jagdeev Singh (left) from Team Satria Neo, Proton R3 Motorsport.

► Karamjit Singh (kanan) dan Jagdeev Singh (kiri) dari Pasukan Setria Neo, Proton R3 Motosport.

MRC's popularity has attracted media coverage from all over the world and the superb performance of the winning team whose car was mounted with Silverstone tyres is indeed another feather in Silverstone's cap. Syabas Silverstone!

## VISIT FROM UZBEKISTAN COMPANY

Silverstone Berhad in Taiping recently hosted a visit from SC UzavtoSanoat, an Uzbekistan Government linked company with interests in the automobile industry, comprising its Vice Chairman of the Board, HE Iminov Erkin and two officials.

The visitors were received by Silverstone Assistant General Manager, Mr Mike Toh; Manufacturing Manager, Mr Chew Kee Guan; Senior Manager- Human Resource, Encik Khairuddin Zaman; Senior Accountant, Mr PT Goh and QA Manager, Tuan Haji Nizam. They were briefed on the tyre manufacturing process followed by a plant tour.

HE Iminov and other Uzbekistan officials were in Malaysia for a Business Forum on 'Business Opportunities in Uzbekistan'.



► HE Iminov (3rd from left) and his officials with Silverstone's management team.

► TYT Iminov (3 dari kiri) bersama pegawai beliau dan pengurusan Silverstone.

## BAKIS' KLINIK MOTIVASI SOLAT

Badan Kebajikan Islam Silverstone (BAKIS) organised Klinik Motivasi Solat at the company's Learning Centre on 5 and 19 July 2009 respectively.

More than 45 people participated in both sessions which were facilitated by two well-known religious teachers, Ustaz Zaki and Ustaz Haslin.



► Participants listening attentively to Ustaz Zaki and Ustaz Haslin.

► Para peserta tekun mendengar penerangan Ustaz Zaki dan Ustaz Haslin.

# SILVERSTONE UPDATES

## BEAD ROOM IS 5S HOUSEKEEPING CHAMPION

Bead Room emerged champion for the month of June 2009, defeating 15 other departments in Silverstone Berhad's monthly 5S Inter-department Competition organised by the company's Total Quality Committee. The Engineering department and Tire Room Bias department took the second and third placing respectively.

The competition is to bring the shopfloor's housekeeping to a higher level and to instill a healthy and friendly competitive spirit amongst the departments. The winning team is awarded a trophy to be displayed in their office and the winner for three consecutive months will receive a mystery prize while the most "unkempt" department receives a 'symbolic trophy' which serves as a reminder to improve.



- The proud winners - Bead Room employees.
- *Bangga menjadi johan - pekerja Bead Room.*



- (From left) Encik Wan Embun and Mr SC Bay receiving the trophy from Mr Mike Toh (Assistant General Manager), witnessed by Mr Chew Kee Guan (Manufacturing Manager).
- *(Dari kiri) Encik Wan Embun dan Encik SC Bay menerima piala daripada Encik Mike Toh (Penolong Pengurus Besar) disaksikan oleh Encik Chew Kee Guan (Pengurus Pengeluaran).*

## POKA YOKE TRAINING



A total of 25 people comprising engineers, executives and managers of Silverstone Berhad attended a one-day training on "Poka Yoke", a technique for mistake proofing in line with the concept of Zero Defects Quality facilitated by Mr Ken Loh Chee Keong of Penang-based Neville - Clark. In attendance were Assistant General Manager, Mr Mike Toh and Manufacturing Manager, Mr Chew Kee Guan.

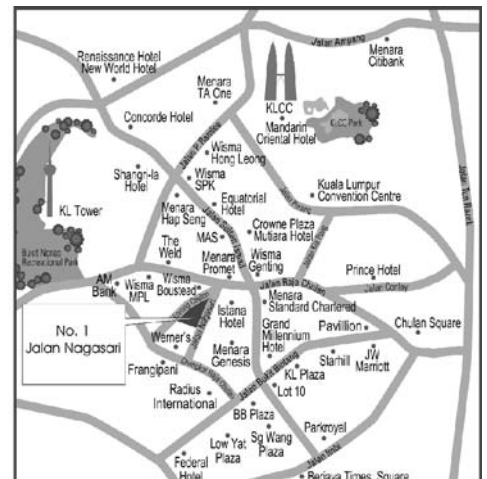
- Group photo of the participants with the facilitator (middle row, centre).
- *Gambar berkumpul bersama fasilitator (baris kedua, tengah).*

## NEW ADDRESS FOR PROPERTY DIVISION HQ

Our Property Division head office is moving to:

Level 2 - 5, Office Tower  
No. 1 Jalan Nagasari  
(Off Jalan Raja Chulan)  
50200 Kuala Lumpur  
Tel: 03-2143 2299 / 2143 2929  
03-2148 2555 (Sales Enquiry)  
Fax: 03-2148 9617  
(Marketing & Sales - Level 2)

with effect from  
29 September 2009





# SCHEDULER TAX DEDUCTION BRIEFING 2009

BY GROUP TAX

About 70 staff from our Group of companies attended a half-day briefing on the recent changes in the Scheduler Tax Deduction (STD) System and various issues pertaining to Form BE, organised by Group Tax Department at the Head Office in Menara Citibank on 22 July 2009. The briefing was conducted by Encik Aliasad Abu Bakar and Mr Chua Tian Siang from Unit Pembelajaran Cukai, Inland Revenue Board Malaysia (IRBM).

Mr Chua said that the IRBM has taken into account the 2009 Budget proposals and issued a new STD schedule for a more accurate amount of monthly STD. For example, the government had announced exemption on several allowances such as petrol and others, and these allowances are to be taken into account under the STD. Employers can work out a policy where employees will be able to request for further tax relief or other tax exemptions available in their monthly tax deduction according to a specific period set by their employers. The adjustments on tax deductions can be made according to any specific period such as once in every two or three months or as specified by the employer but not necessarily once a year. For instance, an employee who has purchased a computer will be able to request for the relevant tax relief during the month the item was purchased if his/her employer has worked out a policy where adjustments to the STD can be made on a monthly basis.

To ensure a more accurate monthly STD, employers are encouraged to inform all employees of their responsibilities as follows:

- to submit a prescribed form i.e. Form PCB/TP1 (1/2009) to the employer if the employee wishes to claim deductions

and rebates in the relevant month. The deduction and rebate will take effect subject to approval by the employer.

- to submit a prescribed form i.e. Form PCB/TP2 (1/2009) if an employee wishes to include benefits-in-kind (BIK) and value of living accommodation (VOLA) as part of his / her monthly remuneration in ascertaining the STD amount. This is also subject to approval by the employer.
- to keep and retain in safe custody each and every receipt relating to claims of deductions for a period of seven years from the end of that year of assessment under the Act.
- to furnish complete and accurate personal information and update on any changes of his/her personal particulars to the employer.

On Form BE, Encik Aliasad highlighted issues such as types of income that are subject to tax, the available personal relief and rebates. He also reminded on the penalty for failure to submit Form BE or to settle the outstanding tax within the stipulated time.



► Staff listening to Encik Aliasad Abu Bakar's briefing.  
► Kakitangan mendengar taklimat Encik Aliasad Abu Bakar.

## PROPERTY & COMMUNITY DEVELOPMENT

## DIVISION

# TIARA MELAKA GOLF'S PRESIDENT TROPHY 2009

About 120 members of Tiara Melaka Golf and Country Club (TMGCC) and guests including TMGCC Patron, TYT Tun Datuk Seri Utama Mohd Khalil Yaakob; Lion Diversified Holdings Director and TMGCC President, Tan Sri Dato' Seri (Dr) Aseh Che Mat and Lion Group Executive Director, Datuk Albert Cheng participated in the President Trophy 2009 played at the club's championship Meadow/Woodland courses on 2 August 2009.

TYT Tun Mohd Khalil emerged the overall gross winner and edged out the younger golfers for the Longest Drive title at Woodland Hole 6 with a 243 meters drive. The President Trophy 2009 went to Mr Lee Pou Yeen, handicap 19 with 45 Stableford points who took home the replica of the trophy, a decorative mirror crafted by prison inmates who also made the other prizes for the tournament, and Parkson vouchers.

While waiting for the results to be announced, the golfers were entertained by Dato' Malik Reduan who belted out some evergreen numbers.



► Left to right: Dato' Lee Sang Bai, TYT Tun Datuk Seri Utama Mohd Khalil Yaakob, Tan Sri Dato' Seri (Dr) Aseh Che Mat and Datuk Albert Cheng.  
► Kiri ke kanan: Dato' Lee Sang Bai, TYT Tun Datuk Seri Utama Mohd Khalil Yaakob, Tan Sri Dato' Seri (Dr) Aseh Che Mat dan Datuk Albert Cheng.

# UPDATE ON CHINA PROPERTY DIVISION

Our Group Chairman and CEO, Tan Sri William Cheng visited the D'Venice project in Changshu, China on 14 July 2009 and was briefed on the progress of the project by General Manager, Mr Loke Mun Kit and Project Controller, Mr Sam Loy KS.

Tan Sri William also made a courtesy call on Changshu Mayor, Mr Hui Jian Ling at his office. Present were Changshu General Affairs Committee, Mr Zhu Li Fan; CSDZ Investment Promotion Bureau Director, Mr Xu HaiDong; Changshu Parkson GM, Mr Huo Jian Ming and Mr Loke Mun Kit.



- Mr Loke Mun Kit (2nd from left) briefing Tan Sri William Cheng on the project layout and orientation.
- *Encik Loke Mun Kit (2 dari kiri) menerangkan kepada Tan Sri William Cheng rekabentuk dan orientasi projek.*



- From left: Tan Sri William Cheng, Mr Hui Jian Ling, Mr Zhu Li Fan and Mr Xu HaiDong.
- *Dari kiri: Tan Sri William Cheng, Encik Hui Jian Ling, Encik Zhu Li Fan dan Encik Xu HaiDong.*

## CORPORATE

## UPDATE

# IN-HOUSE TRAINING FOR DIRECTORS

A half-day in-house training session for the Directors of our Group's public listed companies was held at the Group Head Office in Menara Citibank on 23 July 2009.

The Directors were briefed on "Finance for Non-finance Directors" by Mr Cheong Thoong Farn from Deloitte KassimChan who spoke on financial accounting and financial reporting standards. Mr Ronald Tan of Tay & Partners Solicitors & Advocates presented on "Main Market Listing Requirements" effective 3 August 2009 upon the merger of the main board and the second board into the Main Market.



- The 2 speakers: Mr Cheong Thoong Farn (left) and Mr Ronald Tan (right).
- *Penceramah: Encik Cheong Thoong Farn (kiri) dan Encik Ronald Tan (kanan).*



- Directors at the in-house training which was also attended by the Head Office staff.
- *Para Pengarah di sesi latihan yang dianjurkan serta kakitangan Ibupejabat yang turut serta.*



# HAPPY RETIREMENT TO MR ANTHONY CHIN

*Steel Division Marketing Director, Mr Anthony Chin retired after serving the Group for 19 years. Wishing him a happy retirement, we asked him to share his memorable moments with the Group and words of advice for the staff.*

**W**hen I joined the Group as a Corporate Project Executive in August 1981 and was involved in the early exploratory stages of an aqua-culture project. Four months later, I was appointed as Commercial Manager for Amsteel Mills Sdn Bhd and promoted to Assistant GM - Commercial in January 1989, and subsequently took charge of the Production Department as Assistant GM - Production from October 1991 to August 1993.

I left Amsteel in August 1993 and spent the next 9 years as GM in Samaworld which was in the process of building a theme park in Genting Highlands, and in Maddusalat (subsidiary of Nam Fatt Corporation Bhd) to build an international tourist resort on Koh Yao Yai near Phuket. In August 2002, I came back as Marketing Director of Amsteel and in September 2005, assumed the portfolio of Marketing Director of Megasteel as well.

My tenure with The Lion Group has given me some memorable moments. One of the highlights was when Angkasa Marketing (now Amsteel Mills Marketing) won the coveted Federation of Malaysian Manufacturers (FMM) Award and later, the MITI Export Excellence Award for three consecutive years in the mid-1980s. And despite not having any technical background or production experience, I managed to improve Amsteel's plant operations significantly in terms of productivity, efficiency and quality.

After 39 years\* of working to achieve financial independence, I think it is time to enjoy the fruits of my labour. Hence, I will not be doing any business or taking up any appointment with any other organization, whether full time, part time or in any advisory or consultative capacity.

As I've said in my farewell to one and all, there is a huge interesting and fascinating world out there and I intend to see and experience as much of it as possible. Books, music, plays, live performances, travel, church, family and friends will make up a large part of this world for me. Nevertheless, I will be available for breakfast, lunch, dinner or coffee for those who seek my company and counsel.

To all the Lion staff and readers of Lion Today, I would like to urge that whilst the company sets official KPIs for you, do establish your own personal KPIs in terms of the quality of your work and try to achieve your own KPIs which should be higher than the official KPIs. If you feel that your work is not being recognised for some reasons, do not be discouraged but keep giving your best. Someday, someone will recognise your value. You never end up losing by being dedicated to your job and working hard. Be your own worst critic.

Last but not least, my best wishes to all and may you find success and fulfilment in all your pursuits and endeavours."

*\* Prior to joining The Lion Group, Mr Anthony Chin had spent 11 years in the Malaysian civil service.*



- Group photo of Mr Anthony Chin (standing, middle) with the Amsteel Marketing and Megasteel Marketing teams and other Megasteel personnel at his farewell lunch.
- Gambar berkumpul Encik Anthony Chin (berdiri, tengah) bersama pasukan Amsteel Mills Marketing dan Megasteel Marketing serta kakitangan lain di jamuan perpisahan untuk beliau.

# HOW TO KEEP A POSITIVE ATTITUDE DURING DIFFICULT TIMES

Extracted from the internet

It is easy to be positive when times are good. However, when it seems that everything in life is not going well and you run into difficult times and situations, keeping a positive attitude is tough. The best way to keep a positive attitude during difficult times is to understand that tough times do not last forever. It is easier said than done, but here are a few steps you can take to stay positive even when everything else seems to be negative.

## Step 1

The old saying that "misery loves company" can sometimes be true. However, when you get into bad situations and tough times, avoid being around negative people or miserable people who can only end up making you feel worse.

## Step 2

Use mind over matter. This means that although things may look bad, look inside yourself and channel your thoughts to focus on positive images, visions and positive mental self talk. Instead of focusing on the problem or difficulty, tell yourself that there is a solution that will overcome the problem and that solution is within you. Visualise and see yourself doing what needs to be done to stay positive. Using yoga or meditation usually helps.

## Step 3

Make up a "feel good" list. This list is a personal listing of everything in your life that actually makes you feel good. For example, a walk in the park on a sunny day, smiles on your children's faces, the time you graduated from school, the promotion you received, or mom's home cooking. Look through the feel good list and do something on the list that brings a smile to your face and a positive thought to your mind.

## Step 4

Say powerful affirmations to keep your self-esteem built up. Many a times, it is easy to get into negative self talk and feelings when everything is going wrong in our lives. This can cause damage to our self esteem. Look in the mirror and tell yourself "Although this is a tough time, I am a survivor, I am strong, I will get through this, I will get past this situation in my life."

## Step 5

What we listen to and hear every day can affect our attitude. To keep a positive attitude, listen to upbeat music or music that is calming, like jazz or classical music. Or listen to music with positive messages and words. Take time to listen to a motivational speaker or read a book with a motivational theme message. Watch movies based on true stories that show the main character overcoming difficult times and situations.

## Step 6

When you look good, you feel good. Get a makeover or put on your best outfit and do something fun and exciting. You'll be surprised how a spruce up in your wardrobe and appearance can generate a positive attitude.

## Summary

Things you will need: "Feel Good" list • Positive quotes and affirmations • Meditation

### Reminder:

- It is always good to be around uplifting family and friends for support.
- If you do not have family and friends around, join support groups in order to keep a positive attitude.
- Use spiritual guidance or look to a higher power or your religion for guidance in helping to keep a positive outlook.
- Understand that every one has some sad times. Do not feel bad if you cannot be positive at all times.



# the GREAT Lion Brain Tease

[illegible]

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1 - Changshu Lion Enterprise Co. Ltd	6 - 41
2 - 11	7 - 22 <sup>nd</sup>
3 - inject vaccine	8 - RM100,000
4 - medium-cost apartment	9 - 2 <sup>nd</sup>
5 - Parkson Square One	10 - 10



# INFO LINK

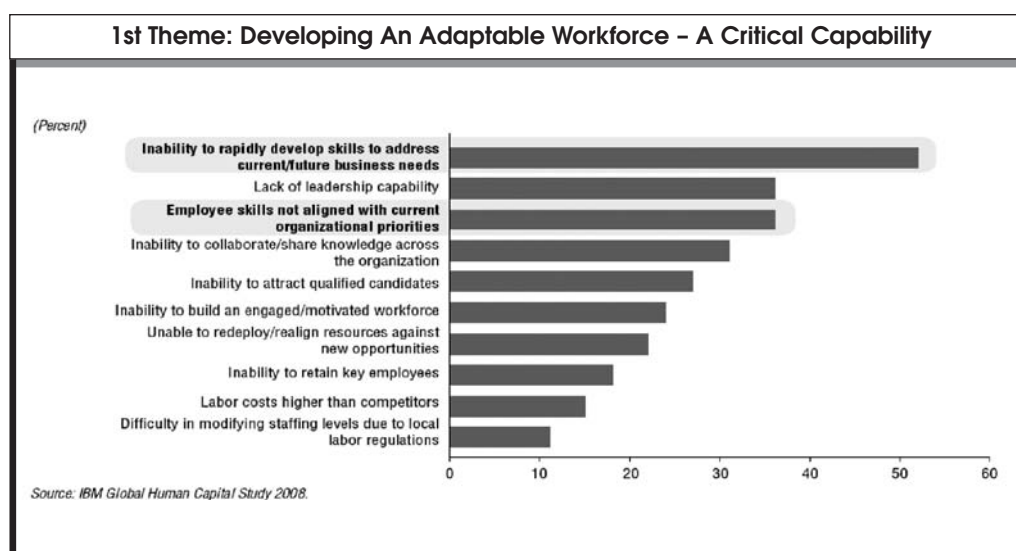
CEDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

## A GLIMPSE OF THE IBM GLOBAL HUMAN CAPITAL STUDY 2008

A human capital study was conducted for the year 2008 by the IBM Global Business Services Human Capital Management practice and the IBM Institute for Business Value with assistance from The Economist Intelligence Unit. More than 400 human resource executives from 40 countries across a variety of industries participated in a structured interview on the subject of workforce transformation.

The results have been enlightening, as they provide guidance not only to the HR function, but also to the entire organization. The analysis highlights 4 important themes that require the attention of senior executives across the organisation. Here, we have extracted the highlights of the first 2 themes:



**Figure 1** What do you see as the primary workforce-related issues facing the organization?

Developing an adaptable workforce requires more than the ability to simply react to change. Successfully anticipating future business scenarios enables organizations to know what key competencies to target in advance of critical market shifts. Thus, developing an adaptable workforce is a critical capability to ensure business rapidly responds to changes in the outside market.

### Global Trend

From the study, we see companies that are very capable of adapting to change are more likely to be able to predict future skill needs, identify expertise and collaborate. However, only 13 percent of organizations interviewed believe they have a very clear understanding of the skills they will require in the next three to five years.

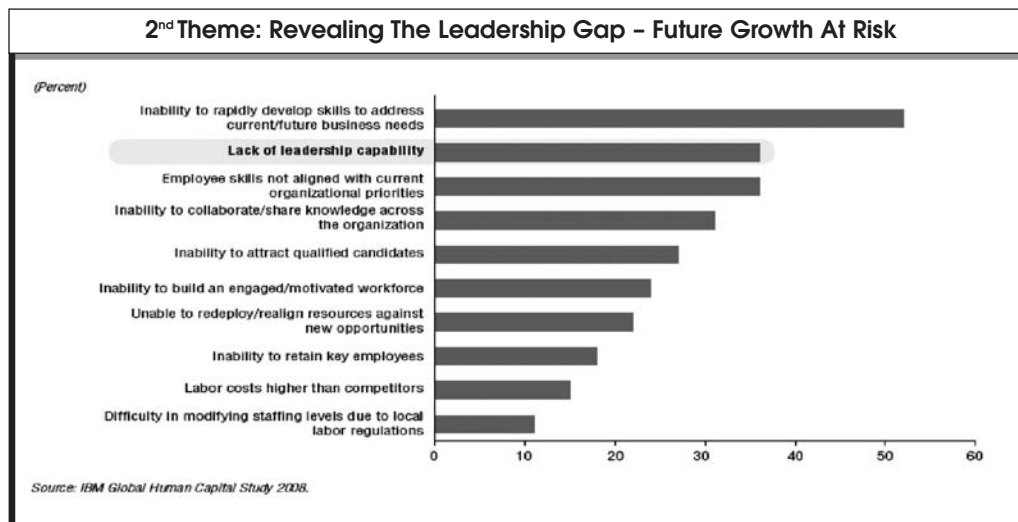
Identifying future skill requirements isn't enough, though. Leading companies will build, acquire or source these required skills prior to needing them. The combined ability to plan and execute will separate the winners from the "also-rans." More than 50% of the companies surveyed are actually having a challenging time to rapidly develop skills to address current/future business needs; about 35% of companies interviewed also find their employee skills are not aligned with current organisation priorities (see Figure 1).



### What are the Lion Group companies experiencing?

From CEDR/ Group HRD's experience in conducting Training Needs Analysis (TNA) for the operating companies in the past 2 years, it is clearly shown that aligning employee skills to the current operational needs is still the first priority. The awareness to predict future skill needs is to be enhanced; it would be ideal if Lion Group companies were to consistently prepare the workforce for future business needs.

Generally, the Group appears to be more reactive in terms of human capital development, with more attention given to improving operational effectiveness; this is the situation most companies are facing according to this study. If we aim to be a world class organisation/ leader in the industry, time is not on our side. Are we doing something different to build a highly adaptable workforce?



**Figure 2** What do you see as the primary workforce-related issues facing the organization?

No complex organization can transform itself without great leaders – those who can deliver today's business results while guiding the organization through ongoing turbulence and uncertainty. The companies are placing their future at risk if they cannot identify, develop and empower the next generation of leaders.

### Global Trend

Companies expressed their deep concern over the current and projected shortage of future leaders, with over 75% citing their inability to develop future leaders as a critical issue. About 35% of companies are currently lacking in leadership capability (see Figure 2).

Given the explosive growth in emerging markets, and the retirement of experienced personnel in more mature economies, this leadership shortage appears to be contributing to one of the primary business challenges – the struggle to expand into new markets/ geographies. As one Korean manufacturing company's CHRO remarks, "We lack people who can manage and operate the business in a global environment."

### Asia Pacific Trend

The study shows that there are two groups particularly vulnerable to growth constraints resulting from a lack of leadership: 1) Companies operating in Asia Pacific 2) Organizations within the industrial sector. For example, almost half of the companies based in Asia Pacific indicate lack of leadership capability as a primary workforce challenge. In this region, rapid growth, coupled with a relatively small pool of experienced leaders, has quickly thinned the ranks. As one VP of HR from a Singapore technology company summarizes, "Leadership at all levels is problematic."

### Do we groom The Lion Group's potential leaders?

Leadership capabilities at manager, executive and supervisory level have been constantly highlighted in TNA as a high to medium priority training need. In 2008, CEDR/ Group HRD conducted 11 sessions of leadership-related training and trained 238 people. The Lion Group had spent RM155,520 on leadership training in 2008. This shows that we are developing potential leaders. However, was this part of a long-term leadership development effort by companies to groom future leaders or was it carried out on an ad-hoc basis?

Similar to many companies in Asia, the Lion Group companies are expanding their businesses beyond the home market (especially in China and ASEAN countries) and we want to create more global footprints. Knowing that there are ample business opportunities out there, do we have sufficient number of leaders who are able to lead breakthrough projects? Do we have a leadership assessment mechanism/ leadership development process to prepare leaders for anticipated transformation? When we send the potential individuals for leadership training, do we provide them with sufficient hands-on leadership experience to prepare them for increasing responsibilities? Perhaps this is the right time to find answers to the above questions.

# FRONTLINE LEADERSHIP DEVELOPMENT BY MANAGERS

Two organizations, two different industries, two different countries - a similar approach to develop frontline leaders.

<b>Organization</b>	: Maybank Group (Malaysia) <sup>a</sup>	GameStop (US) <sup>b</sup>
<b>Industry</b>	: Banking	Retail
<b>Business challenge</b>	: Deregulation and intense competition. Needed to strengthen its management talent pool and increase the responsiveness of its leadership.	High management turnover (60%). Needed to retain valuable store managers and improve their capabilities to lead.
<b>Previous training approach</b>	: No consistent way of approaching management/ leadership development. Training was sporadic and required large investments of time, effort and money.	Used a lot of manuals and fill-in-the blank testing. Did not have leadership training – all operational/ tactical training.
<b>Leadership development by managers</b>	: IMPACT was implemented in 2005, targeting emerging and first line managers. <ul style="list-style-type: none"> <li>• 750 managers were trained to build core management skills such as communication, coaching and team leadership</li> <li>• Managers shared what they have learnt with their teams – impacting approximately 3,000 staff</li> <li>• Managers provided on-the-job management coaching to complement other components of the programme (classroom learning, collaboration with peers and reference material)</li> </ul>	Focused on frontline leadership (district managers and store managers) development. <ul style="list-style-type: none"> <li>• Senior organization leaders participated in a session to equip them to understand and support the entire initiative</li> <li>• 40 senior field operators and HR leaders were trained to deliver DDI leadership courses</li> <li>• These facilitators were paired up to deliver leadership training to all 300 district managers</li> <li>• Some of the district managers were also trained to deliver leadership training to store managers</li> </ul>
<b>Benefits/ Result</b>	: <ul style="list-style-type: none"> <li>• Richer, deeper learning experience</li> <li>• Reduced cost per trainee</li> <li>• A common management and leadership model across Maybank</li> </ul>	<ul style="list-style-type: none"> <li>• The facilitators found that they learnt far more than facilitation skills</li> <li>• Concepts taught in training has become part of the management culture</li> <li>• Store manager turnover dropped to 34% in 2007</li> </ul>

a: Unlocking the DNA of the Adaptable Workforce (The IBM Global Human Capital Study 2008)

b: The Game is On At GameStop GO volume 5, Number 1 2009 by Development Dimensions International

Both organizations had recognized the importance of developing their frontline leaders as they have the most influence on their teams and together impact the majority of the workforce.

Both organizations had also decided to have managers play a significant role in the development of frontline leaders. Why use managers as facilitators/ coaches? Firstly, they can relate training concepts to the real world at the workplace, contextualizing the leadership concepts for the frontline leaders. Secondly, when they teach it, they are going to know it and reinforce it and it becomes a part of the organization's culture which in turn will encourage the frontline leaders to practice the same leadership concepts. In the process, the managers themselves are also being developed as they take on this role of developing their subordinates.

In both organizations, the support from higher levels of organizational leadership had been critical to the success of the initiative to develop frontline leaders. The initiative was not seen as a HR initiative but as a cultural initiative which needed support from the top managers and from managers across functions.

What are we in The Lion Group doing to develop our frontline leaders? To what extent are the managers involved? We should and we must act on these two questions before it is too late.



# TELEPHONE COURTESY CAMPAIGN 2008

The Telephone Courtesy Campaign 2008 was carried out from 13 Oct 08 till 16 Jan 09 among the Lion Group companies. The receptionists / telephone operators from the companies were assessed on their courtesy and skills in handling the telephone system.

The final results are as below:

Top 5 Companies
1. Mahkota Hotel, Melaka
2. Posim Group, Shah Alam
3. Lion Best Sdn Bhd, Petaling Jaya
4. Antara Steel Mills Sdn Bhd, Pasir Gudang
5. Likom Group, Melaka

Top 5 Receptionists / Telephone Operators
1. Siti Rashidan, Mahkota Hotel
2. Annie Mary Danker, Mahkota Hotel
3. Vineeta a/p M J Babu, Mahkota Hotel
4. Sophia bt Sabon, Mahkota Hotel
5. Normah bt Idros, Mahkota Hotel

The Challenge Trophy will be kept by the winning company, (Mahkota Hotel, Melaka – 2008) until the next campaign in 2010. The top 5 receptionists / telephone operators were each awarded a watch, sponsored by the Group's Corporate Communications Department.

To all receptionists / telephone operators, let's work towards improving our customer service skills to project a better and more professional image of our companies. See you in Telephone Courtesy Campaign 2010.



Mr Edward Lau, GM of Mahkota Hotel presenting the awards to (from left to right): Annie Mary Danker (1<sup>st</sup> runner-up), Vineeta a/p M J Babu (2<sup>nd</sup> runner-up), Sophia bt Sabon (3<sup>rd</sup> runner-up), and the Challenge Trophy to Mr Steven Tieu (Duty Manager).

## Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 30/10/2009.



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The winning caption for last issue's photograph is as follows:

- "Hai! Kawan janganlah pandang pada gadis cantik tu, api sudah merebak ni! Habis nanti rumah terbakar!"

Submitted by **Choo Yon Choi**  
(Parkson Grand  
Mahkota Parade - Operations)



Name: (Mr / Ms): ..... Tel. No.: .....

Company / Dept (please state full address): .....



**CETUSAN IDEA LEBARAN / DI PARKSON**

*Seleksi raya berseri-seri,*

*Cita rasa dekorasi berwarna-warni,*

*Ilham bertema Estetika Aidilfitri.*



**BONUSLINK POINTS**  
for cumulative purchases of  
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**BONUSLINK POINTS**  
for cumulative purchases of  
RM1,000 and above.

with every storewide purchase of RM150  
on 12, 13 & 17 – 19 Sep '09.

*Not applicable for Elite Card rebate, with purchase of MST Golf equipment or with Parkson Gift Vouchers.*

with storewide purchase  
of RM150 and above.

Limited to one pack per customer, while stocks last.

purchase of RM200.

Available at all stores except  
Parkson Pavilion, KLCC, 1 Utama  
and Gurney Plaza. While stocks last.

\*Excluding purchases made on BonusLink Members' Day and Parkson Gift Vouchers. Maximum 1,500 BonusLink Points per qualified Member.

**\*\*Terms and conditions apply.**

**KUALA LUMPUR**

- KLCC
- OUG Plaza
- Pavilion
- Sungei Wang Plaza
- The Mall

**PUTRAJAYA**

- Alamanda Putrajaya Shopping Centre

**SELANGOR**

- 1 Utama
- Klang Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid Shopping Mall
- Wisma Etonic, Rawang

**N. SEMBILAN**  
• Seremban Parade  
• Terminal 1 Shopping Plaza

**MELAKA**  
• Mahkota Parade  
• Melaka Mall

**JOHOR**  
• Holiday Plaza, Johor Bahru  
• Square One, Batu Pahat

- KEDAH**
  - Pelani Parade, Sungai Pelani
- KELANTAN**
  - Kota Bharu Trade Centre
- PERAK**
  - Ipoh Parade
- PULAU PINANG**
  - Gurney Plaza
  - Prangin Mall
  - Surway Carnival Mall

**PAHANG**

- Berjaya Megamall Kuantan
- East Coast Mall
- Kuantan Plaza

**SARAWAK**

- Riverside Complex, Kuching
- The Spring, Kuching
- Bintang Megamall, Miri
- Wisma Sanyan, Sibul

**SABAH**

- 1 Borneo, Kota Kinabalu
- Wawasan Plaza, Kota Kinabalu

**LABUAN**

- Financial Park, Labuan Complex

# PARKSON

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