



Dengan pelaburan berterusan dalam Sistem Pembayaran Elektronik (EPS), kad "Smartpay" serta kad-kad kredit dan caj popular yang lain kini diterima di 552 stesen servis PETRONAS

With continued investment in the EPS, PDB's "Smartpay" card and other popular credit and charge cards are now welcomed at the 552 PETRONAS service stations

The retail business currently accounts for more than a quarter of the Company's total sales volume, and its contribution is expected to grow in line with the expansion of the service station network. During the year in review, an impressive 16% growth in sales volume was achieved. PETRONAS' new generation unleaded 97 octane premium gasoline, PRIMAX, which was introduced in January 2000, continued to be the petrol of choice, judging by the very encouraging sales figures.

The **Commercial Business**, which is the cornerstone of the Company's business, accounted for more than 60% of the Group's sales volume. In line with the increased level of economic activities during the year in review, a higher demand for petroleum products was observed and the sales force in this business unit performed very well to increase the sale of fuels to industrial and commercial customers above the market demand growth rate. The Company now supplies more than half of all the jet fuel sold in the country. In the case of fuel oil, total sales declined by 35% when compared to last year, primarily due to lower volume offtake by TNB, stemming from the greater use of natural gas for power generation and the switching to diesel as fuel by factories. In the asphalt business, the latest product in the Company's mix, a market share of about 10% was captured in the first year. Encouraged by the success in Peninsular Malaysia, a decision has been made to enter the asphalt markets in both Sabah and Sarawak. Sales would commence as soon as the storage facilities become available.

The Company continued to supply bunker fuel to marine vessels at selected ports in the country. However, at Port Klang, this business has not performed up to expectation, resulting in losses made by West Port Bunkering Services Sdn Bhd (WEBS), the subsidiary responsible for bunker business at Port Klang. The Company has been in discussions with its joint venture partner to restructure this business.



LAYANAN MESRA

Mesra Services

Dalam **Perniagaan LPG**, Syarikat tidak hanya mempertahankan kedudukannya sebagai pembekal utama LPG dalam negara, malah telah juga berupaya mempertingkatkan lagi bahagian pasarannya. Jumlah jualan sepanjang tahun meningkat 10% berbanding tahun sebelumnya. Sebagai menyahtu cabaran persaingan yang semakin sengit dalam perniagaan ini, terutama dalam sektor domestik, Syarikat telah melancarkan kempen pemasaran baru dan memperkenalkan maskotnya, SPARKY. SPARKY adalah animasi nyalaan api berwarna biru yang melambangkan kualiti Gas PETRONAS. SPARKY juga melambangkan perkhidmatan PETRONAS dan wakil penjualnya yang cepat dan mesra. Memandangkan pengguna semakin bijak dan arif tentang hak mereka, Syarikat akan terus berkhidmat untuk memenuhi ekspektasi pelanggan.



Dalam **Perniagaan Minyak Pelincir**, pencapaian Syarikat tidak seperti yang dijangkakan. Akibat persaingan hebat dalam pasaran dan kenaikan kos produk yang begitu kerap, penjualan minyak pelincir merosot 14%, dan bahagian pasaran Syarikat susut kepada 10%. Walau bagaimanapun, Syarikat telah mengambil tindakan segera untuk menghentikan kemerosotan ini dan telah memperuntukkan lebih banyak sumber bagi perniagaan yang berjualan rendah tetapi berkeuntungan tinggi ini. Hasil keberkesanan pengendalian akibat daripada struktur organisasi yang baru, Syarikat amat yakin bahawa jualan pelincirnya akan meningkat pada masa hadapan. Berasaskan kejayaan produk unggulnya, Syntium dan Sprinta, Syarikat akan terus berkembang maju dan menyambut tekanan persaingan dengan usaha promosi yang lebih agresif, saluran pengedaran yang cekap serta perkhidmatan lepas jualan yang segera lagi boleh dipercayai.

Pembekalan Dan Logistik

Tumpuan Syarikat sepanjang tahun ini adalah untuk mengendalikan kemudahannya secara berkesan dan cekap supaya Syarikat menjadi salah sebuah pengendali dengan kos paling rendah dalam industri.



Untuk mencapai wawasan
menjadi Syarikat Pilihan
Pertama, PDB
memperkenalkan pusat
perkhidmatan pelanggan
yang terkini, Mesralink...
dilengkapi dengan teknologi

yang terbaru

To achieve the vision to
become the Company of 1st
choice, PDB introduced the
state-of-the-art customer
service centre, Mesralink...
supported by the latest

technology

In the **LPG Business**, the Company not only defended its position as the leading supplier of LPG in the country but was also able to increase further its market share. Sales volume during the year increased by 10% over the previous year. In response to the heightened competition in this business, especially in the domestic sector, the Company launched a new marketing campaign and introduced a mascot, SPARKY. SPARKY is an animated version of a rich blue flame that is associated with the quality of PETRONAS Gas. SPARKY also signifies friendly and fast service provided by PETRONAS and its dealers. As consumers become better informed, more discerning and more demanding, the Company will continue to improve its service to meet the expectations of consumers.

In the **lubricant business**, the Company's achievement was short of expectations. Due to keen competition in the market place and frequent increases in product cost, the sale of lubricant declined by 14% and the Company's market share slipped to 10%. However, the Company has taken immediate action to arrest this deterioration and is allocating more resources to this low volume but high margin business. With the operational effectiveness afforded by the new organizational structure for this business, the Company is very confident that its lubricant sales will increase in the future. The Company will build on the success of its flagship products, Syntium and Sprinta and will respond to competitive pressures with more aggressive promotions, efficient distribution channels and reliable and prompt after sales service.