



PRODUK BERKUALITI

Quality Products



Syarikat memperuntukkan lebih banyak sumber kepada perniagaan minyak pelincir dan akan terus membina kejayaan atas produk unggulnya

The Company is allocating more resources to the lubricants business and will build on the success of its flagship products

Consistent with this philosophy two emergency safety drills were carried out during the year. The first, code-named "Safer 2000" was carried out at the Sepang Bay LPG Terminal and the second "Crisis-2000" was carried out at the Kuching Bulk Terminal. The relevant authorities such as Bomba, Police, Port Authority, medical services and the neighbouring industries participated in these exercises.

Social And Community Contribution

In line with the Company's aspiration to share its success with the community, the Company undertook various social and recreational activities, with special emphasis for the disadvantaged members of our society. The Company's dealers are also encouraged to play a similar social role in their respective communities. Among the highlights of such community service organised by the dealers was a visit to KLCC for 200 Down Syndrome children. In support of a campaign by the Tun Hussein Onn National Eye Hospital to collect used spectacles for the poor, the Company volunteered its petrol stations as collection centres. The Company's stations were also used as the site for the Hospital's mobile eye clinic to provide free eye inspection to the public.

The promotion of road safety and inculcation of responsible driving habits has always been close to the Company's heart. Aside from the various cash contribution and sponsorships of campaigns aimed at increasing safety on our roads, the Company, in association with other corporate sponsors, also provided free coffee to all motorists at strategically located petrol stations along highways during the Hari Raya and Chinese New Year driving seasons. This campaign, aptly called "Coffee Break" was successful in inducing the tired and weary motorists to stop for a rest and refreshments before continuing their long journeys.

The sponsorship of motor sports events together with the holding company, PETRONAS, has become a regular feature for the Company. Apart from the Formula-1, the other sponsorships include PETRONAS Sprinta Team TVK (for the World Motorcycle Grand Prix), the Malaysian Rally Championships, and the Trans Borneo Kembara 2000 Expedition.

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Penajaan bersama acara sukan bermotor dengan syarikat induk, PETRONAS, telah menjadi ciri tetap Syarikat. Di samping Formula-1, tajaan lain termasuk PETRONAS Sprinta Team TVK (untuk Grand Prix Motosikal Sedunia), Kejohanan Rali Malaysia, dan Ekspedisi Trans Borneo Kembara 2000.

Syarikat menegaskan sekali lagi bahawa ia akan terus memainkan peranannya sebagai warga korporat yang bertanggungjawab lagi prihatin, dengan membantu meninggikan lagi kualiti hidup rakyat Malaysia.

Meninjau Ke Hadapan

Tidak lama selepas ekonomi Malaysia pulih daripada kesan krisis mata wang serantau, terdapat pula tanda-tanda kadar pertumbuhan ekonomi yang lebih perlahan bagi tahun akan datang, ekoran kelembapan ekonomi Amerika Syarikat, yang akan memberi kesan buruk terhadap pertumbuhan permintaan produk petroleum. Berikutan langkah syarikat-syarikat minyak terkenal di Malaysia bersiap sedia dengan penyusunan semula dan penggabungan perniagaan masing-masing, persaingan dalam pasaran yang tumbuh dengan lebih perlahan ini akan hanya menjadi bertambah hebat. Syarikat akan terus berkembang atas asas kukuh yang telah disediakan dan yakin bahawa ia akan sekurang-kurangnya dapat mempertahankan bahagian pasarannya dan mewujudkan nilai bagi pemegang amanah hartanya.

Dengan jangkaan pertumbuhan ekonomi yang lebih tinggi berlaku dalam tempoh sederhana dan panjang, Syarikat akan terus melabur dalam rangkaian runcit dan logistiknya. Oleh sebab keupayaan mengurangkan kos adalah faktor kejayaan utama bagi pertumbuhan yang berterusan, Syarikat akan terus berusaha mencari strategi yang sesuai untuk mencapai matlamatnya menjadi pengendali dengan kos terendah. Untuk terus kekal di hadapan dalam persaingan pasaran dan menyediakan Syarikat menghadapi era e-perniagaan, Syarikat akan terus mendapatkan teknologi komputer yang sesuai, dan pada masa yang sama, terus berusaha meningkatkan keupayaan dan kecekapan kakitangannya, iaitu satu aset yang paling strategik.



Syarikat akan terus mengambil tekanan persaingan dengan usaha promosi yang lebih agresif, saluran pengedaran yang cekap serta perkhidmatan lepas jualan yang pantas dan boleh dipercayai

The Company will continue to respond to competitive pressures with more aggressive promotions, efficient distribution channels and reliable and prompt after sales service

The Company reaffirms that it will continue to discharge its role as a responsible and caring corporate citizen by assisting to improve the quality of life of Malaysians.

Looking Ahead

So soon after the recovery of the Malaysian economy from the effects of the regional currency crisis, there are signs of lower economic growth rate in the coming year, as a result of the slow down in the American economy which will adversely affect the growth in demand for petroleum products. With the established oil companies in Malaysia primed up after business realignments and mergers, the competition in a slower growing market can only be intense. The Company will continue to build on the good foundation that has been laid and is confident that it will be able to at least defend its market share and create value for its stakeholders.

In anticipation of higher economic growth in the medium and longer term, the Company will continue to invest in retail and logistics networks. As the ability to reduce cost is the key success factor for





Penghargaan

Bagi pihak pengurusan Syarikat, saya ingin merakamkan ucapan penghargaan dan terima kasih kepada kakitangan atas kesungguhan, komitmen dan sumbangan mereka kepada kejayaan dan pencapaian Syarikat sepanjang tahun, dan harapan saya ialah agar dedikasi sebegini akan terus menaikkan PDB ke arah kemuncak yang lebih unggul pada masa hadapan. Saya juga amat berterima kasih kepada Kerajaan dan agensi-agensinya atas bantuan dan kerjasama mereka dan kepada Lembaga Pengarah atas nasihat, bimbingan dan sokongan mereka. Kepada semua pelanggan dan wakil penjual kami, Syarikat ingin mengucapkan setinggi-tinggi penghargaan atas sokongan dan kesetiaan mereka yang berterusan.

ANUAR BIN AHMAD
Ketua Pegawai Eksekutif

2 Julai 2001



14 KG LIQUID PETROLEUM GAS
14 KG GAS PETROLEUM CAIR



PRODUK MESRA

Mesra Products

Sebagai pembekal utama LPG

dalam negara ... telah dapat

menambah lagi bahagian

pasarannya ... jumlah jualan

meningkat 10%

As the leading supplier of LPG

in the country... has further

increased its market share...

sales volume increased by 10%



sustainable growth, the Company is pursuing the appropriate strategies to achieve its objective to become the lowest cost operator. To remain ahead in a competitive market place, and to prepare itself for the e-business era, the Company will continue to procure the appropriate computer based technology and simultaneously continue to upgrade the capability and competencies of its staff, its most strategic asset.

Appreciation

On behalf of the Company's management, I would like to express my appreciation and gratitude to the staff for their hard work, commitment and contribution to the success and achievements of the year and it is my hope that such dedication will continue to inspire PDB to greater heights in the future. I am most grateful to the Government and its agencies for their assistance and cooperation, and to the Board of Directors for their counsel, guidance and encouragement. To all our customers and dealers, we would like to extend our most heartfelt appreciation for your continuing support and loyalty.

ANUAR BIN AHMAD
Chief Executive Officer

2 July 2001