

Syarikat sedar bahawa pelanggan sentiasa meminta perkhidmatan yang lebih baik. Pusat perkhidmatan pelanggan Syarikat yang canggih, MesraLink, mula mengambil pesanan daripada wakil penjual dan pelanggan. Pusat tersebut yang kini dapat dihubungi melalui telefon, faks dan internet akan mampu berkomunikasi melalui respons suara interaktif (IVR) tidak lama lagi. Syarikat juga berjaya memindahkan sistem maklumat dan perniagaannya kepada sistem perancangan sumber perniagaan baru yang dikemaskinikan, SAP R/3. Banyak proses perniagaan Syarikat telah dikaji semula untuk menyelaraskan kecekapan kendalian dengan berorientasikan tumpuan kepada pelanggan. Syarikat juga telah melabur dalam bidang tertentu teknologi maklumat dan komputer untuk meningkatkan kecekapannya dalam e-perniagaan dan mempertingkatkan laman web korporatnya ([www.mymesra.com.my](http://www.mymesra.com.my)).

Kakitangan yang berdedikasi dan setia adalah aset yang paling strategik dan Syarikat akan terus melabur dalam usaha mempertingkatkan kecekapan dan kebolehan kakitangan supaya mereka mampu menghadapi cabaran pada masa hadapan dan memastikan kejayaan yang kini dinikmati oleh Syarikat akan dapat dikekalkan. Pengukuhan prasarana perniagaan dan usaha meningkatkan keupayaan kakitangan merupakan sebahagian daripada usaha strategik kami untuk bukan sahaja mengekalkan kedudukan No. 1 kami dalam pasaran Malaysia tetapi juga untuk menjadi jenama utama industri yang mampu bertahan.

Tahun ini, Syarikat telah menjual keseluruhan 70% kepentingan sahamnya dalam West Port Bunkering Services Sdn Bhd, anak syarikat yang memiliki dan mengendalikan kemudahan mengisi bahan bakar kapal di Pelabuhan Barat, Pelabuhan Klang kepada Lembaga

The Company recognises that customers are continually asking for better services. The Company's state-of-the-art customer service centre, MesraLink, has started to take orders from dealers and customers. The centre which is currently accessible through telephone, fax and the Internet will soon be able to communicate through interactive voice response (IVR). The Company also successfully migrated its information and business system to the

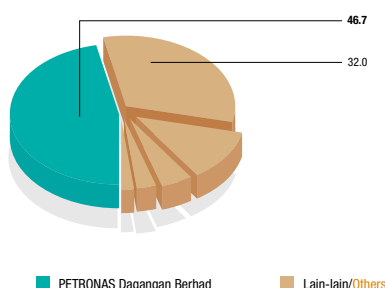
new and updated SAP R/3 enterprise resource planning system. As part of this migration exercise, many of the Company's business processes were reviewed to align operational efficiencies with customer focussed orientation. The Company has also invested selectively in information and computer technology to enhance its competencies in e-commerce and upgraded its corporate website ([www.mymesra.com.my](http://www.mymesra.com.my)).

The Company's dedicated and loyal employees are its most strategic asset and it will continuously invest in upgrading the competencies and capabilities of its staff to enable them to meet the challenges of the future and ensure that the current success attained by the Company is sustained. The strengthening

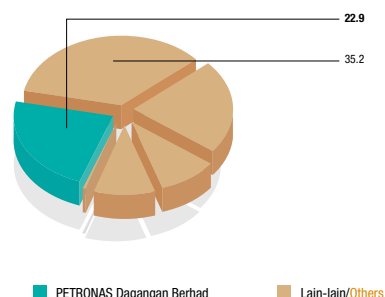
of business infrastructure and upgrading of the staff's capabilities are part of our strategic efforts to not only retain the No. 1 market position in Malaysia but to also become the leading and enduring brand in this industry.

During the year, the Company completed the divestment of its entire 70% equity in West Port Bunkering Services Sdn Bhd, the subsidiary that owned and operated the bunkering facilities at

**Penguasaan Pasaran - Komersil**  
**Market Share - Commercial**



**Penguasaan Pasaran - Runcit**  
**Market Share - Retail**



Pelabuhan Klang. Bagaimanapun, Syarikat terus membekalkan bahan bakar perkapalan kepada kapal-kapal di pelabuhan ini.

Ketika ekonomi Malaysia beransur pulih dengan prospek pertumbuhan yang lebih tinggi, permintaan terhadap produk petroleum juga dijangka meningkat pada kadar yang sihat. Walaupun persaingan daripada syarikat multinasional yang beroperasi di Malaysia akan terus sengit dengan peningkatan keperluan perkhidmatan oleh pelanggan yang lebih berpengetahuan, Syarikat yakin bahawa ia akan dapat mempertahankan kedudukan barunya sebagai pemasar terbesar produk petroleum di Malaysia.

Akhir sekali, bagi pihak Lembaga Pengarah, saya ingin mengucapkan terima kasih kepada semua pelanggan dan wakil penjual atas sokongan dan kesetiaan mereka yang berterusan terhadap Syarikat. Saya juga ingin merakamkan penghargaan saya kepada Kerajaan Malaysia dan agensi-agensinya yang berkaitan atas sokongan dan bimbingan mereka. Syarikat tidak mungkin dapat mencapai prestasi yang mengagumkan tanpa sumbangan penuh tekad kakitangan serta pihak pengurusan dan saya ingin mengucapkan terima kasih kepada setiap seorang daripada mereka atas dedikasi dan komitmen masing-masing.



**TAN SRI DATO' MOHD HASSAN BIN MARICAN**

Pengerusi

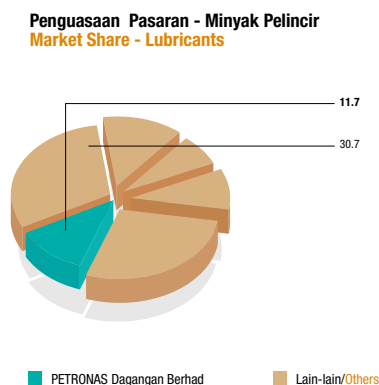
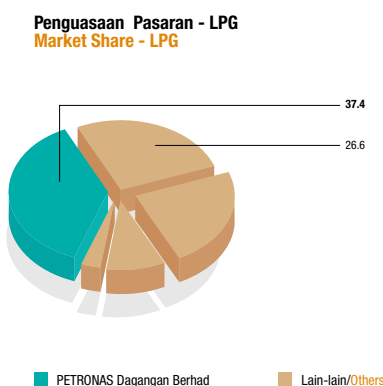
West Port in Port Klang, to Port Klang Authority. The Company however continues to provide bunker fuels to vessels at this port.

As the Malaysian economy steadily recovers with prospects of higher growth, the demand of petroleum products is also expected to increase at a healthy rate. Although the competition from the multinational companies operating in Malaysia will

remain keen and the service needs of better informed customers will continuously increase, the Company is confident that it will be able to defend its newly attained position as the largest marketer of petroleum products in Malaysia.

In conclusion, on behalf of the Board of Directors, I would like to thank all customers and dealers for their continued patronage and loyalty to the Company. I would also like to record my appreciation to the Government and its relevant agencies for their support and guidance. The Company's impressive performance would not have been possible without the passionate contribution of staff and management and I would like to thank each and every one of them for their dedication and commitment.

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**TAN SRI DATO' MOHD HASSAN BIN MARICAN**

Chairman