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# Mega Kabel to invest steadily in growth

MEGA Kabel Sdn Bhd, which specialises in manufacturing a comprehensive range of low-voltage power cables, plans to invest a substantial amount steadily as part of its growth plans.

The company also plans to seek a listing on Bursa Malaysia when the time is ripe.

Initiatives to support future growth include focusing on research and development to increase efficiency; high-technology machinery to improve product range and quality; professionalism and continuous staff training; and smart partnerships in marketing and sales strategy to expand into new markets.

“Our forecast growth in terms of revenue and net profit for 2006 is expected to leap, with a healthy probability of more than 20 per cent,” managing director Michael Yong said.

Mega Kabel was established in 1990. Its current operations are located in the Desa Cemerlang Industrial Park, Johor Baru.

The company has grown from a small operation with fewer than 20 employees to more than 100 today.

Since its humble beginnings, Mega Kabel has always been recognised in the industry as one of the leaders due to its success in dominating the market and its exceptional quality, delivery and service.

“Hence, we have always planned to incorporate exports into one of our many expansion plans. With that, we actively participate in local and international seminars, exhibitions and training sessions to increase skills and knowledge while widening the pool of customer database.

“In return, we have made successful breakthroughs in the international arena, including the Maldives, Mauritius, New Zealand, Cambodia, India, the Philippines and Singapore,” Yong said.

He said the company’s biggest success is its expansion and growth in the last three years, made possible by an outstanding team of professionals.

Mega Kabel now enjoys more than 40 per cent share of the market for low-voltage power cables domestically.

“Smart partnerships, undivided trust and support from loyal customers set us apart from our competitors. We have always striven to

place our priority in ensuring competitive pricing, accuracy in delivery and quality products and services throughout,” Yong said.

While global copper prices and stock remain a challenge for Mega Kabel, the company is actively looking into other ranges of cable applications.

“Our mission is to stay competitive, continuing to excel in our current performance and achievements while constantly striving for improvement in our products, quality of management and service excellence,” Yong said.

He added that Mega Kabel’s vision is to retain and expand in the domestic market while prudently venturing into the international arena through new alliances and strategic partners.

“We hope innovative ideas and intellectual know-how, a wide customer database, reliable quality and on-time delivery will bring us closer towards becoming a world-class cable manufacturer,” Yong said.

