

SHOON FATT
BISCUIT & CONFECTIONERY FACTORY SDN. BHD.
(113706-M)

T: +(60)5 622 1558
E: info@shoonfatt.com

Lot 11776, Jalan Kampung Banjar,
36000, Teluk Intan, Perak, Malaysia



*Taste of Bites,
Sense of Life.*

COMPANY PROFILE





TM

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Overview

For the past decades, we have been a mainstay in the biscuit industry both nationally and globally. Our goals are twofold - one, we are committed to producing nutritious, premium-quality biscuits; two, we want to spark joy and nostalgia with every SF bite you take.

◀ Vision

To excite everyone
in taste and in life

◀ Mission

Our mission is to offer a wide range of Malaysian tastes that are exquisitely crafted, deliciously and safely made for every household to enjoy, love, and share together.

Certifications



FSSC 22000

◀ Values

Passion for excellence
Trusted and valued
Compliance and integrity
Teamwork and collaboration

◀ Positioning

Localised marketing
International identity
Quality ingredients
Passionate crafting



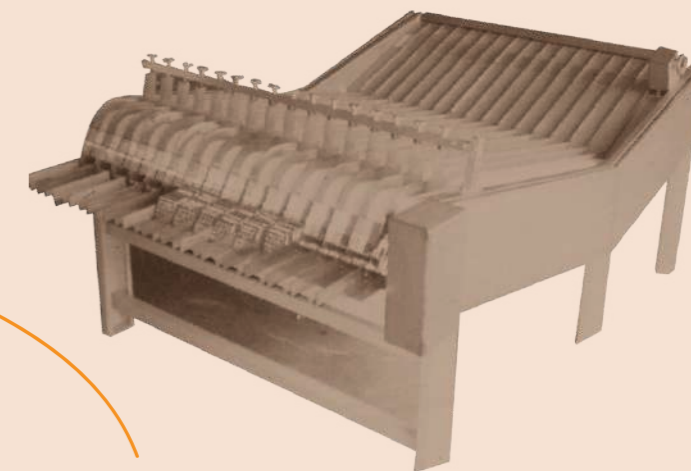


History

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SHOON FATT'S HUMBLE BEGINNINGS

Shoon Fatt was established as a shophouse in Durian Sebatang.



OUR FIRST BIG STEP

We expanded to Kampung Banjar with the acquisition of a small factory.

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BROADENING HORIZONS

We exported our first product internationally to Singapore.



MODERNISATION

With the installation of the state of art of biscuit manufacturing machineries, our daily production capacity has increased to 35 tons.

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ACHIEVEMENTS

We were accredited the HACCP and ISO 22000 certifications in 2009 and 2011 respectively.

A NEW LOOK

Today, we are proud to introduce you our new brand identity, "Taste of Bites, Sense of Life" as part of the ongoing evolution of our company's brand. It is a competent new look for SF that better matches the transformation we've made as a company.

At SF, we are fully committed to deliver the superior products to each and everyone of our customers, all while upholding our longstanding reputation.

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CUSTOMER
SATISFACTION



QUALITY CONTROL



ON TIME FULFILMENT



CORPORATE SOCIAL
RESPONSIBILITY



The Art Of Supply Chain Excellence

We are passionate about innovation and making breakthroughs in our biscuits manufacturing process. With sophisticated equipment and highly qualified personnel, each step of the process is monitored closely to ensure product safety and quality.

We also employ a highly secure and effective supply delivery system, ensuring the needs of all customers and stakeholders. At SF, we take our customers' satisfaction very closely to heart.



Others:
U.S.A
New Zealand
Oman
more..

Distribution

The global distribution of SF products provides the opportunity for everyone to savour our happiness, anytime, anywhere in the world.

Our Partners

With a newly defined development strategy and a brilliant team of expert personnel, SF is well on its way in taking big strides to big destinations.