



Pertama Springrolls Manufacturer (M) Sdn Bhd

Manufacturing Industry



www.pertamasm.com.my

Information about the Company

Pertama Springrolls Manufacturer (M) Sdn Bhd (Pertama Springrolls) is a Malaysian company that specializes in the production and distribution of spring roll skins. Established in the 1980s, the company has more than 40 years of experience in the food industry, making it a trusted name in the industry.

Pertama Springrolls operates from its headquarters in Pontian, Johor, Malaysia, and has a production facility that is equipped with state-of-the-art machinery to ensure that its products meet the highest quality standards.

The company's product range includes a variety of spring roll skins, samosa, curry puff, and spring rolls with many options like vegetables, corn, yam, and Thai green curry. All products are made with fresh ingredients and are free from preservatives, ensuring that customers can have a healthy and delicious snack.

“ Always The First Choice. ”

Innovative Corporate Culture & Initiatives

Pertama Springrolls has a reputation for its fast pace culture and innovation initiative, which has played a significant role in its growth strategy development. One of the key drivers of Pertama Springrolls' success is its commitment to innovation. Its investments include developing new flavors, packaging, and production processes that allow the company to stay ahead of the competition.

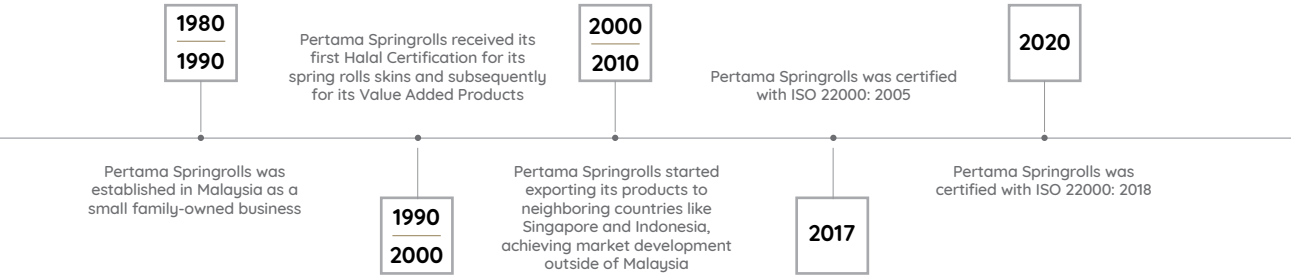
The company's products are distributed throughout Malaysia and are also exported to other countries, including Singapore, Indonesia, India, Korea, and Cambodia. With its excellent reputation and high-quality products, Pertama Springrolls is a leading player in the frozen food industry in Malaysia.

Its Vision is to be the preferred choice of consumers with high-quality and delicious spring rolls while maintaining its commitment to sustainability, innovation, and customer satisfaction.

Its Mission is to produce the finest quality spring rolls using the freshest ingredients, state-of-the-art technology, and ethical business practices. The company also aims to continuously innovate its products and process and to exceed customer expectations through exceptional services and support.

Its Corporate Values include Quality which comprises a commitment to providing its customers with the highest quality products and to continuously improve its processes and practices to meet and exceed industry standards. The company also practices Sustainability, wherein the company promotes sustainability practices in its production processes and minimizes its impact on the environment and Innovation, which includes continuously innovating and improving the company's production processes and remaining at the forefront of the industry. Further values of the company comprises of Integrity, wherein the company conducts its business with the highest level of integrity, honesty, and transparency, and lastly, Customer Focus as the company commits to delivering the best possible service and support to customers and to building long-term partnerships based on trust and mutual respect.

COMPANY MILESTONES



Finally, its Principles include Food Safety, wherein the company prioritizes the safety and quality of its products and adheres to strict food safety standards throughout its production process, and Continuous Improvement which comprises a commitment to continuous improvement and innovation and optimizes its processes and products to provide the best possible value to its customers. Further principles of the company comprises Ethical Business Practices, which includes conducting business with honesty, integrity, and respect for its employees, customers, and the environment, and Employee Development, where the company invests in employee development and well-being by providing a supportive and inclusive work environment that fosters growth and creativity.

Achievements & Impact

As a growing company, Pertama Springrolls has faced a number of challenges along the way. There are various key challenges and lessons learned during the company's rapid growth, and how it has managed to overcome them.

With the need to increase production capacity, the company invested in new equipment to expand its facilities and optimized its production process. Pertama Springrolls also implemented a rigorous quality control program for the production process and invested in employee training programs and creates a positive work culture that values teamwork and communication.

Pertama Springrolls also stays up to date with regulatory requirements and works closely with government agencies to ensure compliance. Besides that, the company works closely with suppliers to ensure a reliable supply of high-quality ingredients and optimize its supply chain processes to reduce costs and improve efficiency.

Future Direction

Pertama Springrolls plans to expand into new markets, increase production capacity, and develop new products. Therefore, the new production plant expansion is already in the pipeline. As for the succession plan, the top management will continue to identify and develop future leaders within the company, as well as a strategy for recruiting external candidates if necessary.