



SUCCESS STORY

MOTORSERVICE CUSTOMERS IN FOCUS:
EXCELLENT CUSTOMER SERVICE
GEE HUP AUTO SUPPLY & DIAMOND TECHNIQUE



MOTORSERVICE
RHEINMETALL AUTOMOTIVE

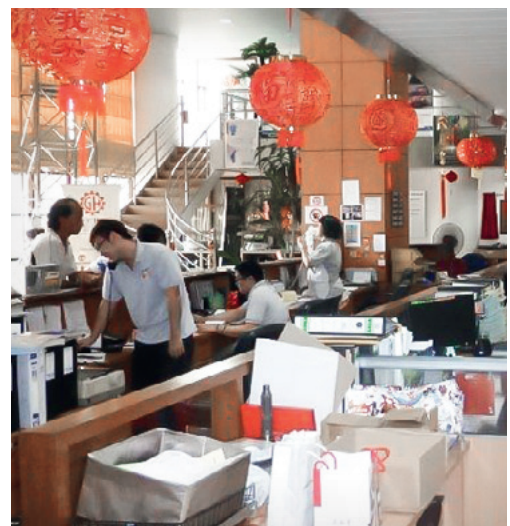


„We contact our customers of our own accord and ask whether they are satisfied with us or if there is something else we can do for them. This makes us stand out positively from the competition“.

Law Kwan, Founder and Managing Director of GEE HUP Auto Supply

← Regular visits to customers are a part of GEE HUP Auto Supply's service strategy.

→ A lot to do: The internet has made spare parts dealing more dynamic. This is why employees are quick and flexible.



A MARKET WITH A BRIGHT FUTURE

SUCCESS STORIES

39 SUCCESSFUL YEARS

TOGETHER

Only five years after being founded by Law Kwan in 1978, GEE HUP Auto Supply Private Limited was regarded as one of the key distributors of spare parts for buses and trucks in Malaysia. The company has been growing constantly since then – not least because of a well thought-out market and brand strategy. In 1996, the Company established its sister company DIAMOND TECHNIQUE Private Limited with the slogan “Our Parts, Our Hearts” to cater for market demand.

"GEE HUP Auto Supply and DIAMOND TECHNIQUE are more successful than the competition because we are a reliable partner for our customers at all times and we deal with only high-quality original spare parts", says Law Kwan, who founded GEE HUP Auto Supply 41 years ago in Kuala Lumpur, Malaysia's capital, and he has been running the company successfully ever since. GEE HUP Auto Supply experienced rapid growth right from the start: Starting with a staff of three, the number of employees had risen to 108 by 2019. One reason for this development are the guidelines that Law gives: "We are always open and honest towards our customers. We contact our customers of our own accord and ask whether they are satisfied with us or if there is something else we can do for them". This proactive approach is an important part of GEE HUP Auto Supply's market strategy.

"We enjoy a very good reputation in the industry. And we are continuously working on improving it further. Excellent customer service with regular visits and follow-up phone calls are the key factors that makes us stand out positively from the competition". Approximately 80 percent of GEE HUP Auto Supply and DIAMOND TECHNIQUE customers are sole traders. To some extent, the Group also sells spare parts to large workshops directly.

A LONG-STANDING PARTNERSHIP

"We are working intensively and constantly on growing the businesses", Law emphasised. "To this end, we are relying on Motorservice's products and ongoing support. This partnership is very essential to us and we will continue maintaining this open and straightforward collaboration for long term". Motorservice and GEE HUP Auto Supply and DIAMOND TECHNIQUE have been successful partners in the original spare parts market in Malaysia for close to 35 years. "With Motorservice, we received very high-quality products right from the beginning at reasonable prices", said Law. "The level of brand awareness and the reliability of the business partner are also the important factors. On top of that the technical support given by Motorservice is the basis for our ability to offer our customers with even better service. Marketing is the only section where Motorservice could gladly provide us with even greater support. We know that Motorservice also offers extensive services in this regard and we will plan the meaningful components together".

Product pricing is always the deciding factor. *"For us, it is the quality more than anything else that has to be right because this is what customers rely on. We have spent many years working on establishing our good reputation and we attach great importance to it", said Law. Furthermore, labour becomes relatively more high-quality. Products may able to minimize complaints and/or reduce additional costs incur for claims processing to the Group.*



WELCOME TRAINING SUPPORT

Well-trained mechanics for trucks and buses are quite difficult to locate in Malaysia. Training centers in Malaysia mostly dealing with passenger cars. For larger it is very much relying on the skillful and experienced mechanics who had experience on the larger vehicles repairing and so on. In view of that, Motorservice offers effective and professional workshops and training to its counterparts in Malaysia. GEE HUP Auto Supply and DIAMOND TECHNIQUE have sending their employees as well as customers to these workshops for better product knowledge and skills. The workshops are very popular and successful and have been conducted in Kuala Lumpur, Port Klang and Johor Bahru so far.





THE MARKET FOR SPARE PARTS IS GROWING RAPIDLY IN MALAYSIA AND COMPETITION IS GROWING WITH IT.

WELL-PREPARED FOR THE FUTURE

Malaysia is an emerging country. The market for spare parts is also expanding rapidly. The demand for trucks, buses and the right spare parts is predicted to grow further. Law has also recognised that the competition is also growing alongside the market: *"In order to be equipped for better future, we, together with Motorservice, have to make sure that we are well-prepared"*. The internet has added new momentum to spare parts dealing: Information spreads quicker, customers compare prices and delivery terms throughout the world. *"This is why we have adapted"*, the Managing Director explains his strategy for the future. *"Nowadays we work more flexibly than we used to and we are also able to respond to changes much more quickly. We are constantly working on improving ourselves to ensure that we are always the first contact person for potential customers"*.



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