

CASE STUDY

YKGI Holdings Berhad



CLIENT

YKGI Holdings Berhad is recognised as the leader in the manufacturing, trading and servicing of steel materials. The company has been growing in the industry for 40 years since its establishment back in 1977 in Kuching, Sarawak. YKGI currently has approximately 500 employees under its umbrella.

OBJECTIVE

To provide YKGI Holdings Berhad with a complete Business solution that encompass Strategic and Human Resource, Strategic Business Development and Marketing, and Learning and Development strategy. The client required Egnatium to help in Business Process Re-design (BPR) and make decisions that help the business to be agile and resilient to changes in the business environment.

SOLUTIONS

The project covered Strategy Management, Competency Management, Appraisal Management, Learning Management and Experience Management (SCALE).

- Strategy suite to provides YKGI with a clear direction, alignment of resources to single goal, reduction in waste and resources and Improve efficiency of the organization.
- Competency suite to align YKGI employees' competencies with that of the competencies YKGI required to achieve its strategic objectives. Improve the quality of hiring, promotions and assessment of leadership within YKGI.
- Appraisal suite to design, build and sustain high performing culture in YKGI. The project was intended to reduce poor performance and increase morale of the organization.
- Learning suite to reduce the lead time and investments required for Learning & Development. Hence, Increase the competency levels of YKGI employees without increasing the cost of training.
- Experience suite to help YKGI Measure the Customer Experience, hence enable to design and implement intervention mechanisms to improve the customer experience and profitability of YKGI.

RESULTS

YKGI was able to increase organizational inner control, operations stability and improve all the processes within the organization which ultimately resulted in the improvement of the final product and service. Administration and operating cost were dramatically reduced.



BACKGROUND

YKGI vision is to be the preferred value-added coated steel and building materials group by 2020. With less than 5 years to achieve the vision, YKGI had engaged Egnatium to design and implement its SCALE suits of solutions. Successful implementation of the project will give YKGI the leverage to become high competitive business player with strong business strategy framework, supported by skilful and high performing talents in the organization.

THE CHALLENGES

The Key Challenges faced by YKGI were as follows;

1. Inaccurate Manpower planning therefore increased high operating cost
2. Lack of Competency across different levels of the organization
3. Weak processes and low controls on the organization, Poor performance Management
4. Low Brand Health and poor Brand Loyalty
5. Low market growth

THE SOLUTIONS

Given the situation of YKGI and the vision, mission and values the following four key areas of focus had been identified.

1. Stability of operations (Reduce Administration Cost, Reduce Yield Loss, Increase Sales Volume including the Export, Improve the delivery process)
2. Operational Excellence (Restructure workforce, Rapid Competency Development across all levels of the employees to achieve Waste reduction at plant and operations in general.)
3. Customer Intimacy (Execute immediate interventions to increase BHI and NPS with customer loyalty programme)
4. Business Growth (Increase Sales by increasing the coverage across Malaysia, Export sales with ASEAN Region and Middle East)

THE RESULTS

YKGI was able to increase organizational inner control, operations stability and improve all the processes within the organization which ultimately resulted in the improvement of the final product and service. The automation of Balanced Scorecard System, Appraisal System, Competency Assessment, and Learning Management System eased the process of monitoring and controlling

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SOME PERSONAL INFORMATIONS

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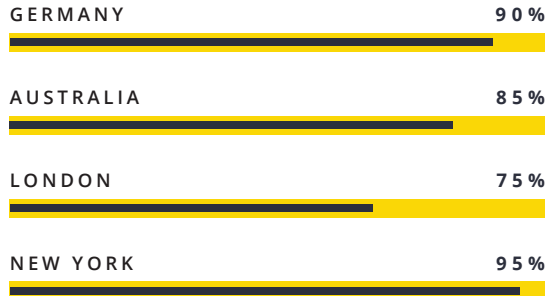
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SKILLS AND QUALITIES



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REFERENCES

Success Story

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COMPANY NAME
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