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From: STML - Pusat Pengajian Pengurusan Teknologi & Logistik
Sent: Sunday, 19 March, 2017 11:45 AM
To: UUM - All Staff
Subject: SITE VISIT TO EAE FREIGHT & FORWARDING SDN BHD



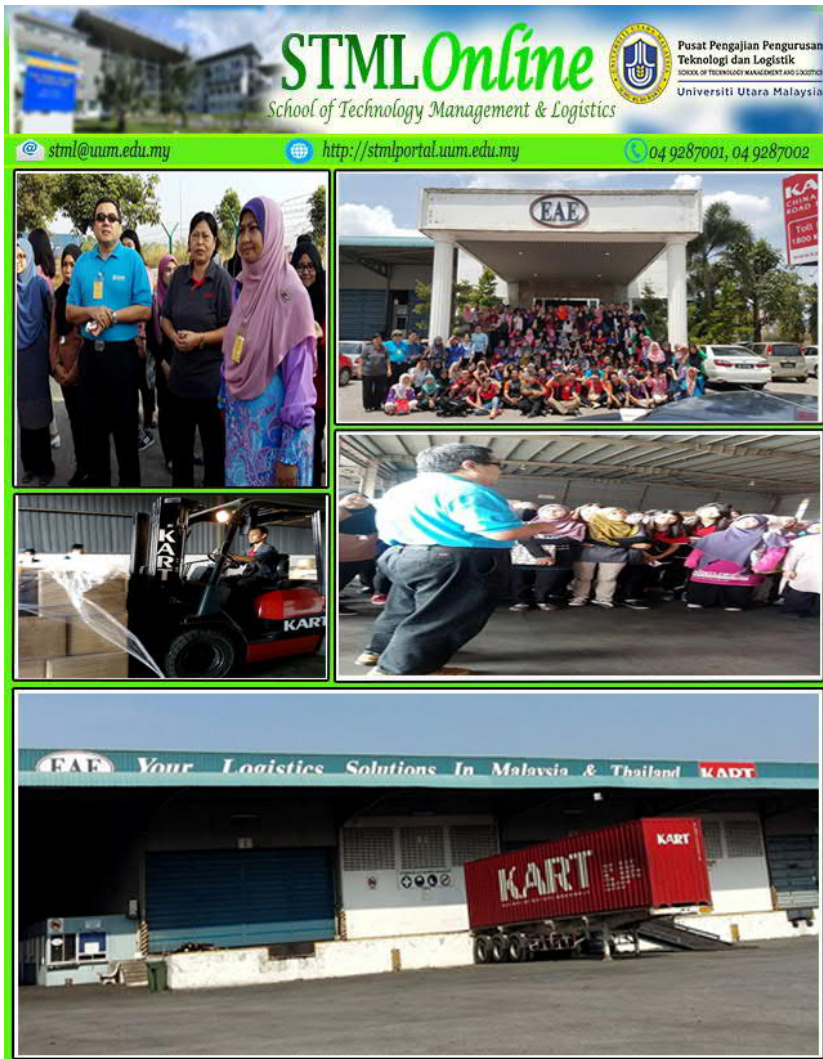
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

SITE VISIT TO EAE FREIGHT & FORWARDING SDN BHD



STML ONLINE: On 17th March 2017, BJMP 3073 Purchasing & Supply Chain Management and BJMP3023 Operations System Design courses under School of Technology Management and Logistics (STML) had organized a site visit to EAE Freight & Forwarding Sdn. Bhd., located at Bukit Kayu Hitam, 13 kilometres from Universiti Utara Malaysia (UUM). About 130 students with the co-ordinators, Dr. Adam Mohd Saifudin and Dr. Noor Hidayah Abu are involved in this visit. The purpose of the site visit is to have a brief overlook on the supply chain in practices and logistics activities conducted by EAE.

EAE Freight & Forwarding Sdn. Bhd is an established company doing in freight forwarding business since 1992. Over the past 25 years, EAE has become a logistic pioneer in creating the cross-border road transportation network between Thailand and Malaysia and has also expanded their businesses of cross-border transportation to Laos, Burma, Singapore, Vietnam and China. In 2015, EAE became a wholly owned subsidiary of Kerry Logistics, Hong Kong.

After the arrival at the site, briefing was given about the company's background, supply chain processes of EAE, warehouse management and cross-border logistics management by Ms. Liam Din Chen, EAE's Group Human Resources Manager and her colleagues Mr. Francis (Transporting) and Mr. Ahmad (Warehouse) before touring around the sites.

The students were given the opportunity for a site-tour at the warehouses and yards premises. The site visit had helped the students to further their understanding of purchasing, supply chain and operations management by observing the actual working environment in the warehouse and logistics activities.

After a tiring walk, the students were treated to some refreshments by EAE before the Q & A session. Most students involved had asked intelligent questions and gladly answered in details by Ms. Liam and her able assistants. One of the best enjoyed references from Ms. Liam regarding the performance of her staff that was maintained till now: "All EAE staff is weather proof", a positive reflection of EAE staff serious commitment and quality of works in the company.

A sixth semester Operations Management student, Kamarulzaman said the visit had benefited him. Before this, he did not see supply chain as relevant and important to businesses but now he realized the importance of this networking in the industry. Now he can make links between theories and practice in this course of the supply chain networking.

Student's Project Director Justin Ho Wei Siang, acknowledged that all students had gone through the actual experience in this visit and opened their mindsets about the supply chain process to finish their project assignments.

End.



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