

# the meaning

What does Christmas mean to you? Is it presents - shopping for it, giving them to friends and loved ones and receiving them. Is it parties - wine and dine the night away. Is it snow, Santa Claus, reindeers?

My dear friends, this is not what Christmas is all about. Some 2000 years ago in a town called Bethlehem a man named Joseph and his wife Mary were trying to find a room to spend thier night. Joseph and Mary had come to Bethlehem from their home in Nazareth to register themselves , as a census was being conducted at that time by the then Roman Emperor Augustus.

Mary was pregnant and she was due very soon. The Child Mary was carrying is a very special Child. As there was no room available, a kind inn-keeper took pity on the couple and gave them a place for the night in his barn. That very night Mary gave birth to a beautiful boy and named Jesus Christ.

Christmas is celebrated all over the world to commemorate the birth of Jesus Christ some 2000 years ago. What is so special about the birth of Jesus Christ that it is celebrated till today? He is God's gift to mankind for salvation - - a symbol of God's redeeming love.

This - dear friends is Christmas. It is not about presents, shopping, parties, Santa Claus, snow. It is all about LOVE.

Life with its experiences is our chance of learning love. The lesson is set for us by the Master. Are we in this world to get rich, to gain power, to become learned in the arts and sciences, to build up a great business? Are we here to comfort sorrow, to visit the sick, and perform deeds of charity?

If in the midst of all our duties, cares, trials, joys, sorrows, we are not day by day growing in sweetness, in gentleness, in unselfishness, in thoughtfulness, and in all the qualities of love, we are not learning the great lesson set for us by our Master in this school of life.

My dear friends, it is said love begins at home. When we consider the amount of time we spend at work, it is not wrong to say that our workplace is like second home. Stop and look around you. Take a look at your colleagues next to you, in your department, within the office and ask yourself, "have you learn to love that person?" You don't have to profess your love for your actions will speak louder than words.

I sincerely hope you will be able to experience the true meaning of Christmas. Have a Great 1996 Ahead!

# of Christmas

## EDITORIAL COMMITTEE

Gerard Chan (Human Resource) • Chew Kim Beng (Operations) • Brian Lai (IT) • Sam Chan (Marketing) Lim Ping Ping (Corporate Development) • Salim Philip Easaw (Forwarding) • Virgil Joy Angelus (Quality)



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# YCH celebrates 40th anniversary

18 October 1995 Shangri-la Hotel

A momentous cocktail nite for a notable celebration as YCH commemorates our 40 years of establishment. It was an occasion for us to relish the growth and making of YCH. An event for us all, including customers, partners, suppliers and business associates; both local and overseas, to share this important milestone.

The occasion was also an opportune one. A new corporate identity for the Group was unveiled as we set forth into the next lap; our \$50 million investment in a fully automated facility to meet the increasing complex logistics needs of our customers was announced and we established a \$200,000 Yap Chwee Hock Logistics Fund for the National University of Singapore (NUS).

Mr Goh Chee Wee, Minister of State for Trade & Industry and Communications was guest-of-honour for the evening. He congratulated YCH on our excellent performance over the past 40

years and for our contribution to the logistics industry in Singapore. He also pointed out that he is confident that our local logistics service providers have built a solid foundation and can develop world-class capabilities to meet future challenges. As Mr Robert Yap, our Managing Director took centrestage to deliver his speech, we can feel the sense of pride and jubilation as he recounted the success story of YCH. He tells of how we set our minds to embrace technology, invest in state-of-the-art equipment, devise unique systems and methodologies and train people in the field of logistics to build up the business. Mr Robert Yap paid tribute to Mr Yap Chwee Hock, our Chairman and Founder for his single minded devotion to provide a simple passenger transportation service with highest possible standards. He also acknowledged the immense contributions and team spirit demonstrated by the people of YCH. "We thank each and every



one of you for your confidence and trust in choosing to do business with us. We think the best way we can demonstrate our appreciation of that trust is to remain true to our corporate values of reliability, integrity, sincerity and enterprise --- '升', in short," he ended.

The \$200,000 Yap Chwee Hock Logistics Fund cheque was presented to Professor Wee Chow Hou, Dean for the Faculty of Business Administration, NUS by none other than Mr



Yap Chwee Hock himself. Mr Goh Chee Wee, Mr Robert Yap and Mr Yap Chwee Hock then unveiled the new YCH logo; launched to electrifying laser, sound effects and impressive pyrotechnics display. Guests were treated to a multimedia presentation of the Group before the start of cocktails.



## \$200,000 YAP CHWEE HOCK LOGISTICS FUND

The Yap Chwee Hock Logistics Fund is an endowment established for the National University of Singapore to provide prime study awards for outstanding students concentrating in Logistics Management at the Faculty of Business Administration, National University of Singapore.



The proceeds may also be used to fund students on exchange programmes, related to Logistics Management and research on Logistics. The fund will be administered by the University in perpetuity.

Donation of the Fund reflects YCH's commitment towards developing technical competence and professionalism in the logistics industry. It also expresses our active support for Singapore which thrives significantly on logistics related-business.

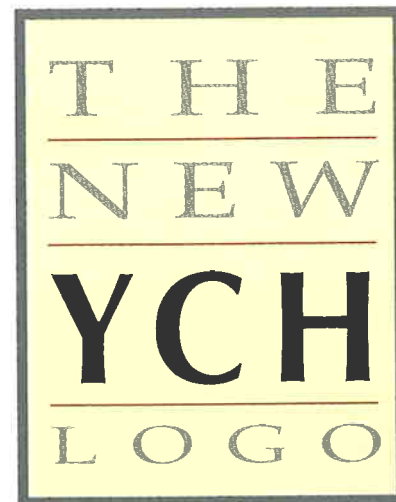




Our old logo has served us well and good for the past 40 years. It tells us how far we've come from a humble transportation company to a multi-million, total logistics operator today.

As YCH ventures into our next lap, it is a perfect time now for us to usher in a new corporate identity for the Group. An identity that will bring us across the vast ocean of the Asia Pacific region.....

The logo reflects where the company has come from and where it is going. The contemporary graphic quality



of the logo is in tune with the company's conviction that high-tech systems run by highly-trained people are crucial to sustained high performance.

The symmetry of each letter rendered in twin lines headed in the same direction suggest a commitment to building strong partnerships. A determination to be the best, to offer complete professionalism, to grow and keep growing so that it can truly be Your Partner in Total Logistics™.



***The new YCH logo embodies a new dynamism. A dynamism that has grown naturally out of a corporate philosophy of rising to the challenge of customer expectations in a changing, more demanding world.***

***In a borderless world where every road leads to new discoveries, the new YCH logo captures the essence of a company travelling towards new horizons, Going Where You Want To Be™.***

# YCH ASRS



YCH DISTRIPARK

YCH recently announced plans to build a \$50 million fully automated facility at our distripark in Tuas. This investment will help meet the growing needs of our clients, as well as manage the rising land and labour costs experienced by many businesses in Singapore. The facility will be equipped with the most advanced **automated storage retrieval systems (ASRS)**, conveyors and automated guided vehicles (AGV). The best part about ASRS is the creation of flexibility through our proprietary Logistics Management System. The ASRS operation will be driven by in-house developed software, enabling customisation of operations to meet clients' logistics needs.

The ASRS warehouse is made up of two twin towers with holding capacity of 26,000 pallets per tower, doubling our current capacity. The first phase of the project will see 26,000 pallets completed by end 1996. The 2nd phase will be completed by end 1997. The ASRS warehouse is a 4th generation German warehouse system. It is a rack-supported structure standing at a height of 33 metres, equipped with 27 docklevellers. The system is capable of a turnaround of 400 pallets per hour. With this speed, we can increase the overall productivity for our partners.

The twin towers are connected by what we call the "Value-Adding Floor" (VAF). Essentially it is an auxiliary building to facilitate value-adding activities like localisation, countrification, reconfiguration etc. Cargoes are transferred via conveyor belts & AGVs to the mezzanine floor for value adding and subsequently transferred to the staging area for loading. This integration reduces the travelling time from a Black Box (Storage Area) to the value adding floor, enabling us to meet customers' high volume.



## YCH & BOUSTEAD

### - joint venture in Kuala Lumpur



YCH have entered into a joint venture called Intrabution Malaysia Sdn Bhd with Boustead Holdings Sdn Bhd to set up a Central Intrabution Centre in Malaysia. Intrabution is a term coined by Mr Robert Yap, our Managing Director to describe the domestic distribution of products imported or manufactured in the country.

Explaining YCH's role, Mr Robert Yap said "On an operational level, we will ensure high state-of-the-art warehousing, transportation and freight forwarding services. But our involvement goes beyond this to a sharing of our technology. Our joint venture with Boustead represents our first technology licensing arrangement. We look forward to entering into more such arrangements as YCH builds on its network in the Asia Pacific. We believe this kind of technology and level of support is expected by MNCs operating here as well as local companies who wanted to expand regionally."

Under the terms of the Technology Licensing Agreement, Intrabution Malaysia will receive an integrated IT system that will enable the company to perform complex tasks relating to warehouse management, inventory management, traffic management and freight forwarding. The system will also allow the company to have real-time communications with other functions of the business. The importance of this system lies in its ability to ensure delivery of a consistently high standard of service and attainment of world-class standards.

Over the next five years investments by the joint venture will reach \$29 million. The principal facility will be located in Klang Valley and is expected to be operational by 1997.

*Under our  
first technology  
licensing  
arrangement*

## Roche Visit



**22 November 1995:** YCH received two visitors from F. Hoffmann-La Roche Ltd. They are Dr Joachim Pheiffer, Head of Business Unit Enzymes and Mr Roland Schlagenhauf, Area Manager for Asia Pacific.

Both visitors are from the Vitamins and Fine Chemicals Division of Roche. Purpose of the visit is to introduce Mr Schlagenhauf who will be assuming his responsibilities at Roche Singapore, as Dr Pheiffer will be posted to Roche in Basel, Switzerland.

We would like to extend a warm welcome to Mr Schlagenhauf on his new appointment and we also wish Dr. Pheiffer all the best in his future endeavours.

# Quality FOCUS

**A**ll our hard work has finally paid off - we are ISO 9002 certified!

Since April, all of us at YCH have witnessed the power of working as a team: One focus, one mind set, total commitment and continuous improvements.

### Our Drive towards Zero Service Failure

The drive towards zero service failure is no mean feat. But it is not impossible! Control measures have been devised to focus on specific problem areas.

To-date, we have achieved zero service failure in certain areas in shipping and document accuracy, SGS presentation, submission of Bill of Lading, export and import response time. With dedication, commitment and working hand

in hand with the customer, we can achieve zero service failure.

### Wheels for Improvement - Target Setting

In April, the Quality Assurance team initiated a program to identify targets that are in line with YCH's pursuit to be the quality leader in total logistics. Some of the operational targets are set after considering requirements by our customer and our own requirements.

At present, most of the targets are for main activities that bring higher yield to our customers and YCH. Some of the targets set are to decrease the time taken to transfer goods from container to rack, reduce number of damages, cut down time taken to arrange vessels for delivery to our customers, increase inventory accuracy

and sending out error-free documents to customer.

We are committed to improve our performance with each passing year so that we will

- exceed the expectation of existing customers
- improve bottom line
- stay ahead of competition
- gain new customers

### We Are Off To A Running Start.....

A project team comprising DuPont and YCH staff is formed to improve the total logistics service chain. This "Distribution Team Charter" will meet bi-monthly with the objective to reduce cycle time. By reducing cycle time, the product will move even faster to its customers hence reducing working capital (cost incurred by stock).

1ST QUALITY DAY

**19 October:** Our very first Quality Day was officially launched by Mr Robert Yap, Managing Director. Quality Day marks YCH's commitment to Total Quality. It is a day set aside specially to promote quality as a way of our working life.

There are three main objectives:-

1. To allow each and every department to share their Quality achievements
2. To provide opportunity for management to share our quality plans
3. To give recognition to those who have made substantial contributions to improve our quality service and culture.

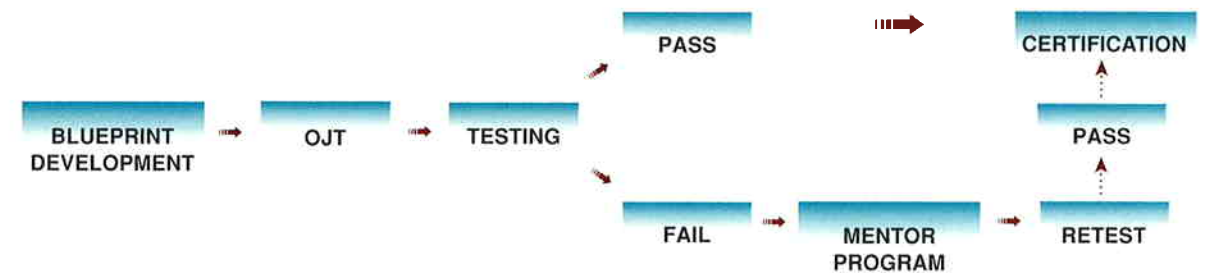
Mr Robert Yap congratulated everyone for their hard work in getting the ISO 9002 certification and for their dedication towards developing a unique YCH quality culture. Staff are encouraged to continue working as a team to build an infrastructure for Total Quality Management.

# YCH

.....A CERTIFIED OJT CENTRE

**W**e continue to set the standards to equip workers with the required skills to enhance productivity. Optimising man and machine is now possible through the combination of skills and technology with YCH being an established OJT (On-the job) Centre. This joint effort between YCH and ITE to promote OJT is most welcome by both parties.

A comprehensive OJT path has been designed to ensure that standards are maintained.



A group of staff who are qualified OJT Instructors will ensure that all staff undergo the proper OJT using the Blueprint developed with the help of a Consultant assigned by the National Productivity Board (NPB). These trainees will have to take a test conducted by qualified testers who hold both qualifications of certified OJT Instructor and their field of expertise. eg PSA Forklift certificate. All tests conducted will be accompanied by an on-site validation by the NPB OJT Consultant. A "Pass" result will then be certified by ITE and an OJT Certificate will be issued jointly by YCH and ITE. Should the trainee fail the test, he will be placed in a Mentor Program whereby a superior (mentor) will be assigned to train him and correct his weaknesses. Subsequently, he will undergo another test and in passing he will be issued with the certificate.

## AUTOMATED CREDIT CONTROL

As company expands and business grow, the expected risk of increasing non-collections is inevitable. That is why the Finance Group has recently introduced IT to one of its many functions - managing credit control through IT intelligence.

Soon, we can keep track of all our collections, check credit lines extended and assess credit terms at the touch of a button. In so doing, we will be able to maintain a sound cash flow position and ensure a "healthy growth" for the company.

# YCH PLAYS HOST TO PRODUCTIVITY ACTIVISTS

The 1995 Productivity Campaign launched on 15 November 1995 was the start of a 5 year campaign focusing on qualitative improvements to productivity. The foundation theme is Innovation & Quality, with the emphasis this year on Best Practices, which covers excellence in service, reject-free products and superior processes.

YCH has been invited to play host to visiting activists and to share with them our quest for excellence. The visit included a tour around the DistriPark and a tea reception where valuable views were exchanged.



# TEAM BUILDING FOR PEAK PERFORMANCE

With a common goal, limited resources and just you & me . . . . we learn the importance of team building. We left mainland Singapore as individuals on 17 September 1995 and returned as a team. The team building programme conducted by MDIS (Management Development Institute of Singapore) and Ngee Ann Polytechnic, was an experiential day filled with activities to tickle our minds, test our commitment and work effectively as a team.



*The Winning Team*



*Square Rope Game*

Getting disentangled in the Human Chain game tells us that we have to show concern for our fellow members as they can feel the effects of our movement. For as long as they remain entangled, we will also be entangled as we are a part of the chain and part of the team. We learn to exercise systematic planning, to be cooperative, to be considerate towards our team members as we work towards our goal.



*Monster Game*



*Human Chain*

What happens when you can't see . . . .in the Square Rope game.

We were blindfolded, no verbal communication was allowed at first. We were in a dark world with a task of forming a square rope without any form of communication. We were much relieved when we were allowed to talk eventually. This exercise brings out communication, leadership, planning, quality control skills which were not evident before.

In the Monster Game, we were supposed to move to our destination with the given instructions. 9 legs, 10 hands and 20 eyes, it seems like a riddle to me. But it turn out to be better than a riddle. Pulling limited resources together to form a team in order to move ahead.

The grand event was for all teams to build our very own YCH tower. End of the day, I was happy to know that YCH has the making of a great team: all 300 of us - reaching for a common goal and building a logistics super highway. Vrooommm.....

## My Idea In Action!

### *What is the purpose of Suggestion Scheme?*

- To enhance the flow of communication from bottom to top management.
- To provide opportunity for staff to develop themselves through preparation of suggestion.
- To improve productivity and quality.

### *What qualifies as a suggestion ?*

A suggestion is a written proposal for cost saving, improvement or innovation in the interest of the company. The suggestion must identify the problem area and at the same time offer a feasible solution.

### *What is the scope of suggestions ?*

- Prevent accidents or improve safety
- Eliminate waste
- Conserve energy
- Improve work flow/methods, quality of work and procedures
- Save materials, reduce wear and tear and prevent breakages
- Improve space utilisation
- Reduce pollution

### *What do I have to do if I have a suggestion to offer?*

- You may obtain a "My Idea Form" from your department / section head or from the fax room in the main office.
- Simply write down your suggestion, describe the problem and the source. Don't forget to jot down your recommended solutions and alternatives.
- Drop the form into the suggestion box at the canteen or at the fax room

### *How do I get feedback on my suggestion ?*

There is a Committee which looks into all the suggestions that are submitted. The committee registers your suggestions and send you an acknowledgement letter. After which it will forward the suggestions to the relevant department manager. The manager will evaluate your suggestions and pass you an award through your manager with a 'Thank you' letter. In order to let you know the result of the evaluation, the 'Thank you' letter will be sent to you even if you do not qualify for an award.



# YCH 1st Golf Classic

TANJONG COURSE AT SENTOSA GOLF CLUB 28 JULY 1995



Best Gross Winner,  
Mr Teo Lip Moh

YCH kicked-off our 1st Golf Classic this year in conjunction with our 40th year celebration, providing an opportune occasion to thank our customers, partners, business associates and suppliers for their confidence and support through the years. YCH's very own "Greg Norman", ala Mr Robert Yap, our managing director started the lovely afternoon with the first tee off for the 70 avid golfers. The hole-in-one-prize, an exquisite Frank Muller watch worth \$75,000, was kindly sponsored by Sincere Watch Limited. Though nobody walked away with the hole-in-one, our golfers have fun even under the blazing sun - we'll let the pictures run and tell you the story.



Best Net Winner,  
Mr Wong Hung Khim



## RESULTS OF YCH 1ST GOLF CLASSIC 1995

### Best Net Winner, 63 pts

Mr Wong Hung Khim, Chairman,  
Jurong Town Corporation

### Best Gross Winner, 75 pts

Mr Teo Lip Moh, Assistant General Manager,  
Cosmic Insurance Corporation Limited

### Division A (Handicap 0 to 19)

- 1st Dr Koompirochana  
Thai Ambassador, Royal Thai Embassy
- 2nd Mr Alvin See  
Assistant General Manager, Neptune Agencies
- 3rd Dr Khoo Ib Chu  
Gleneagles Dental Centre

### Division B (Handicap 20 to 24)

- 1st Mr Chua Wah Seng  
General Manager, Toyochem Ink
- 2nd Mr Steven Chang
- 3rd Mr Amos Leong  
Marketing Manager, Hewlett Packard



## NEW LOOK FOR



It has been an ongoing effort at YCH to continuously enhance the distribution environment for our customers. As of end December, the temperature-controlled Roche CDC will enjoy a spanking new epoxy flooring. The epoxy floor will give us a very clean and aesthetic feel. Not only does it provide better stability for high rise stacker movement, it also has higher wear and tear resistance level.

# The Other Side of Roger Yap

Roger Yap. The operations director that comes to work very early in the morning and goes home late at night. One that is always on the go and on the job. So what is Roger really, really like? We caught up with him recently to find out more.....



### Qn. How long have you been working in YCH ?

Ans. I started working in YCH since 1978, that would be about 17 years.

### Qn. What keeps you going for so long in YCH ?

Ans. It's my family business & I really feel I belong here.

### Qn. Can you give us your 'career' breakdown at YCH ?

Ans. My career path in YCH, mmm... let me think. Yes, I started off as a gas station attendant, then as assistant fleet scheduler helping my father. Thereafter work as a coolie, providing cheap labour. From there I was transferred to do cargo transportation; 'promoted' to be a despatch clerk and soon after a wharves clerk; then as a forklift driver. I was promoted to supervisor and move on to managerial level. And now, as Operations Director of YCH.

### Qn. What do you like best about YCH ?

Ans. I love the name 'YCH'. It makes me feel proud. Everyone in the industry knows about our company.

### Qn. How did you meet your wife?

Ans. I met her at her family factory in Sembawang. They were the supplier of pallets for YCH. I first saw her there and I know she is the one for me. So whenever there is a need to check on the quality of pallets at their shop, I would volunteer to do so. Anyway, we were going steady for two years before we decided to tie the knot.

### Qn. Who is your favourite person?

Ans. My daughter.

### Qn. What would you like her to be one day?

Ans. A doctor (she told me so herself and I really wish her ambition will come true)

### Qn. What is your favourite past time ?

Ans. Playing Golf.

### Qn. What is your favourite TV programme ?

Ans. Under One Roof.

### Qn. You play very good table tennis, can you highlight some of your achievements in this game ?

Ans. I was in the Siglap Secondary School team back then, and we had won the inter-school championship. Thereafter, I represented SAFSA & won the championship for Singapore Open, under 17 years old. Finally, I was selected to represent Singapore to play in numerous overseas tournaments.

### Qn. What is your greatest achievement?

Ans. Getting Roche account and setting up the CDC

### Qn. What is your favourite food?

Ans. I am not very choosy about food.....maybe hokkien mee

### Qn. What is your greatest fear?

Ans. Mmm...never really think of

### Qn. What is it about yourself that you can't stand most ?

Ans. I lose my temper too easily.

### Qn. What irritates you the most ?

Ans. When suppliers keep bugging me!??

### Qn. What is the one thing in life that you would want to improve on ?

Ans. To spent more time with my family.

### Qn. When do you think you will retire from your job ?

Ans. That will depend on whether YCH still want me? . . .



## Continuous Improvement



## One-stop Documentation Flow

With all the documents being prepared from YCH, we have automated our document preparations in our in-house documentation module of the Logistics Management System. The necessary information for the required documents can now be churned out directly from the system, rather than typing repeated information manually on the respective documents. With this, we effectively reduce time taken to prepare documents and eliminate typing errors. This has result in an increase in the accuracy of documents submitted.

The improvement in documentation accuracy will reduce Dupont's L/C discrepancy.

In a bid to streamline and improve the shipping documentation flow, a restructuring was made for Dupont. Khairuldin & Peter Ong, stationed previously in Dupont's premises at World Trade Centre, are now back at YCH in Tuas.

In the past, orders were processed partially at WTC and YCH. At Dupont WTC, our staff will prepare the complete final set of documents. Henceforth, the complete final set of shipping documents will be processed and completed at YCH before they are submitted to Dupont.

In addition, we have taken over the responsibility to liaise with Dupont's overseas distributor and buyer on their shipment. We will send shipping documents on behalf of Dupont to their distributor and customer from YCH.

## NEW OPERATIONS

**2 November:** Management and staff of Aiwa Singapore and Aiwa Japan were in YCH to officiate the stock-take inventory handover from Aiwa Singapore to Aiwa Japan.

Henceforth YCH will deal directly with Aiwa Japan in Tokyo instead of Aiwa Singapore. The current contract for services rendered to Aiwa Singapore has been changed to reflect the official takeover by Aiwa Japan which include processing of shipping requests by Aiwa Japan, checking stock availability, booking of vessels for exporting goods to the various consignees and documentation.



To familiarise ourselves, two YCH staff will be stationed temporary at the Aiwa Singapore Office in Lower Delta to understudy the process and the functions previously done by Aiwa Singapore. This is to prepare us for the smooth transition come February 1996, when we will officially take over from Aiwa Singapore,

## Additional Line and 2nd Shift Operation for HP CDC

HP CDC has started a new line in addition to its current two. The additional line is specially designed for its new laser jet, Spruce. With the additional line to support the increase in volume, YCH has also started a 2nd shift which runs up to 3am.



# RADIO FREQUENCY (RF) TECHNOLOGY REVISITED



## Questions You Always Wanted to Ask about RF Technology

**Q The Roche CDC is now using a high-tech wireless terminal system for its warehousing operations. What is the difference from what it was using before?**

**A** It means that information/data which is normally transmitted through hard wires in our computer terminals will use radio waves instead.

**Q Radio waves? What do you mean?**

**A** Each Radio Frequency (RF) terminal has an aerial which transmits and receives radio waves to and from a base station connected to our Server. For the layman, it is an analogy similar to that of Call Zone phone versus the normal hard-wired phone.

**Q And the big advantage of this is....?**

**A** Mobility. We achieve a high degree of mobility, and of course, productivity, by the use of this technology within our warehouses.

**Q Give me a specific example, please..**

**A** Previously, a storing ticket for all incoming pallets and a packing list for outgoing goods have to be printed by the inventory controller to enable storage and retrieval of goods. Now, handheld and vehicle mounted terminals have been specially installed for material handlers. This enables them to have on-line and real-time access to the computer system even while they are on a forklift or a high-rise stacker. The result is positive : greater convenience for our material handlers, plus greater speed

for our operations. On top of this, space utilisation is increased as the moment a pallet is removed and scanned, the location can immediately be reused.

**Q Does it mean we can also cut down further on paperwork?**

**A** Yes. In fact, to take full advantage of the mobility of computer terminals, all warehouse operations are re-engineered to reduce the amount of work documents and communications required between the inventory controller, the forklift driver and the kombi driver.

**Q That's good news, but are we really sure accuracy will not be sacrificed in any way?**

**A** Definitely. Especially if we use bar coding technology in conjunction with the RF terminals to further improve operational efficiency and accuracy - which we are doing.

**Q So....now this means if we simply scan a pallet ----?**

**A** ---- you'll know a whole lot. You'd know its contents, and the location of where it is or where it should be stored.

**Q Great! Aren't we going to make greater use of RF technology at YCH?**

**A** Yes. YCH will at appropriate time introduce RF technology to other CDC operations as well.

## YCH ON INTERNET

*(Internet is a massive international network which provides data access to commercial, academic and residential users alike. Users get on the internet to access electronic information banks or send messages to each other)*

Yes! YCH is on the net! Over 40 million people around the world browse through the World Wide Web (WWW) - the fastest growing facet of the internet. The growth of usage in Internet is exploding every minute.

As YCH expands regionally, there is no better way to establish our market presence world-wide than in Internet. Internet links us closer to our overseas customers worldwide, 24 hours a day through 365 days. Our existing and potential customers are now able to browse through our WWW home page in the CommerceAsia section of Internet to find out more about us and our services.

YCH spirit of ITpreneurship has put us in the forefront - as the first local logistics company in cyberspace!



# CONGRATULATIONS!

## PROMOTIONS

NAME	DEPT	NEW APPT	DATE
Sylvia Shaw	Forwarding	Snr Assistant	1/04/95
Teh Siang Su	APDO	Asst Supervisor	1/05/95
Mohd Jefiy	CFS	Asst Supervisor	1/05/95
Lee Hoo Seng	HP CDC	Line Leader	1/06/95
Jason Yeo	HP CDC	Line Leader	1/06/95
Eliza Low	Marketing	Snr Officer	1/08/95
Pang Tong	Finance	Snr Officer	1/08/95
Tan Kok Keong	Roche DC	Snr Executive	1/10/95
K. Thulasidass	HP CDC	Snr Executive	1/10/95
Zainuddin B Ibrahim	Roche DC	Asst Supervisor	1/10/95
Henry Chua	Facilities	Snr Executive	1/11/95

## CHINA CONNECTION

It has been more than a year since YCH started to recruit people from Shanghai and Beijing, China . To-date, there are about 30 of them working in YCH DistriPark in Marketing , Operations and Administration departments. We spoke to a handful of our fellow colleagues from China to update you on how they are doing.



For some, it is the first time they leave their hometown to work in a foreign country. And naturally, they are a little apprehensive of what is in store for them. For others, they are all ready to accept new challenges ahead. Whatever it is, we found out that all of them have one common aim - to work in a dynamic organisation and to gain as much hands-on experience as they can.

All lodgings are arranged by the company. They did not have much difficulty adapting to the new environment. Most of them feel that the food here is good. Shopping for goodies is also a breeze. But they have one most common problem - communication . All of them find it very difficult to communicate in English, especially for those who are not very well verse with the language . It was even tougher for those who are attached to divisions with Malay and Indian colleagues. For some, the very first word they learned was 'makan'! At times,they will have another Chinese colleague to assist with the translation, otherwise they will try to figure out by facial expressions and hand gestures. But there is no course for worry, as most of them have been attending English lessons arranged by YCH.

Do they miss home? Initially yes of course, for now they seem to have settled comfortably to living in Singapore and working at YCH.

11 June 1995 saw a large group of YCH staff "invading" the durian plantation in Kukup, Malaysia. As we crossed the causeway to Malaysia, we were joined by our fellow colleagues from our Malaysia subsidiaries in Johore and Selangor. Like one big happy family, we were treated to a fun-filled educational trip with a great durian feast .



## STAFF GATHERING DURIAN FEST IN KUKUP

The calm morning water was stirred by the high speed ferry racing towards Kukup, with the cool seabreeze brushing against our faces. The day has just begun. The first visit was to rustic Kukup Fishing Village, followed by a visit to the "man-made" bee in the Bees Aviary. Here we learn how honey was made. We were also treated to the interesting art of Batik design, only the delicate hands of the experienced designer could turn out the wonderful intricate designs that is Batik.

At the durian plantation it's "all you can eat" durian feast. Durians were lined up on the long, table waiting to be consumed by the many "durian Kings & Queens". Coconut water was served to ease the heatiness of the fruit. Many of our colleagues from China merely stood aside and watched in amazement as we savour this "pungent" fruit. We completed our trip to the durian plantation with durian-related games such as having to guess the number of seeds in a chosen fruit. Some resorted to shaking, smelling and even asking the fruit itself.

All too soon, the setting sun signals the end of a most enjoyable excursion. Reluctantly, we made our way towards the jetty and many of us made good buys of "branded" watches as souvenirs. Finally, the time has come for us to say our goodbyes to our colleagues from Malaysia as we make our way back to Singapore.



Get ready to go . . . . .

# BACK TO THE FUTURE

YCH ANNUAL DINNER & DANCE

Date: 13 January 1996 Venue: Orchard Meridien



For those who may not be aware, YCH has just launched a new slogan - *Going Where You Want To Be™*, in conjunction with our 40th Anniversary. This new tagline will compliment our *Your Partner in Total Logistics™* slogan.

Through 4 decades, we have grown from a humble transportation company to what we are today - a leading total logistics operator. Our business approach is to forge interrelated partnership with our valued customers. As

a partner, we guarantee our customers that YCH will grow in tandem with them to support their logistics requirements totally. From the onset, YCH has strategically allied itself with its MNC customers. These companies are constantly growing and they operate in many different countries

throughout the region. We realise that our MNC partners will require logistics support as they set up new operation sites in different countries. Their unique operation has thus spur our efforts into Regionalisation. We will invest and build new distribution centres in countries where they operate and cater to their needs from there.

Our notion of "Going Where You Want to Be™" is not confine to the geographical establishment of distribution centres. It is an extension of services that YCH can offer to the

market. The new slogan signifies our drive to reach for greater heights, constantly reminding ourselves that our existence is merely a reflection of the faith that our partners have in us. YCH will continue to spread our wings to places where our partners want us to be.

# SPREADING OUR WINGS

*Going where you want to be™*

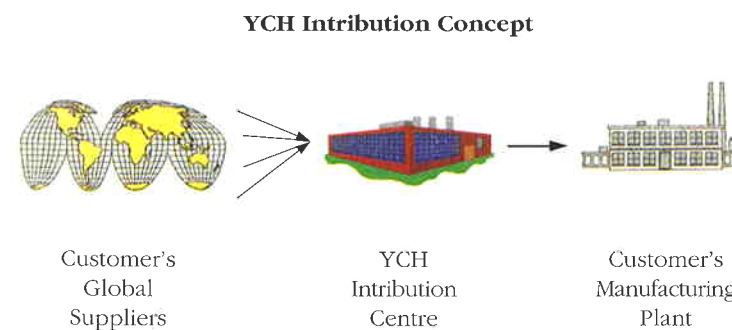


## New concept of the LOGISTICS SUPPLY CHAIN

### INTRIBUTION

This new term is created by Mr Robert Yap, our Managing Director. I'm quite sure that you are familiar with the word *Distribution*. In fact "*Intribution*" is derived from here. The concept of 'Intribution' is the exact opposite of *Distribution*. Instead of handling finished goods, we will handle incoming raw materials prior to feeding them to the manufacturing plant. In this arrangement, we will receive materials from numerous suppliers globally, on behalf of our clients. The materials will then be transported to one recipient, i.e. the manufacturing plant.

The diagram below depicts the whole process flow:



As materials management plays an important role in the entire supply chain, we believe that the integration of Intribution & Distribution will offer a whole new dimension in integrating our partners' needs in the different stages of the supply chain flow.

### INTRABUTION

This is another extension of service that YCH can offer to the market. Intribution is also a new term coined by Mr Robert Yap.

Intribution refers to the setting up of an integrated network of satellite distribution centres within one country to facilitate domestic distribution. Distribution centres are set up in different states or provinces, forming a network which can mutually support one another. The integrated network of DCs will facilitate better planning of material flow domestically.