

## Using our Expertise in Food Processing Factory. Refrigerating Facilities in Malaysia

Currently in Malaysia, new investors from Japan are decreasing and companies with their business models targeting at Japanese clients are facing extremely harsh conditions.

However, as we mentioned in the previous report, the logistics industry, especially for cold chain and food relations is becoming active, so we focus on this resources for our marketing activities. Consumption of frozen food is largely related to the penetration of microwave ovens. The penetration rate of microwave oven is taken as 100 in Japan but the rate is still less than 10 in Malaysia (about 70 in Singapore).

However, with the tremendous growth of income level in Malaysia, penetration rate of microwave ovens is expected to rise tremendously accordingly.

As the number suggests, we receive many inquiries for food processing factory and refrigerating facilities projects now. In Malaysia, we visited several local factories and discovered that the level of food safety is yet to reach the expected standards as in Japan.



It is ideal to build a factory that meets food safety standards of Japan but I think it is difficult to realize this 100% in view of the current level of technological capabilities of procured materials and workmanship in Malaysia.

Therefore, by utilizing the knowledge of the food processing factory and refrigerating facility cultivated in Japan, we manage the entire project to achieve highest quality building at the optimum cost in accordance with the Client's requirement.



### Staff Introduction

I have been engaged as Engineer in site management works for many years from the contractor side, but now as staff of Plus PM Consultant, I am standing between the client and the construction company to manage the project from the client's point of view. I believe the key to success is for contractor to be aware of being an important team member to make the entire project succeed. I will value the communication with all the people involved in the project and always lead the project to success.



**Project Manager**  
**Teruo Funamoto**

**Plus PM** **Plus PM Consultant Sdn.Bhd.(1054055-1)**  
Managing Director/CEO Joji Kimura  
Kuala Lumpur / 13-16, 13th Floor, Wisma UOA II, No.21,  
Jalan Pinang, 50450 Kuala Lumpur, Malaysia  
TEL+(603)2181-0263 FAX+(603)2181-0263  
Home page / <http://www.plus-pm.com>

**Plus PM** 親会社 **株式会社 プラス PM**  
代表取締役 木村 譲二  
本社 / 〒530-0047 大阪市北区西天満2丁目8番5号 西天満大治ビル  
TEL+(81)-6-6363-6066(代) FAX+(81)-6-6363-6466  
東京支店 / 〒101-0044 東京都千代田区鍛冶町1丁目7番11号 KCAビル  
TEL+(81)-3-3526-4181 FAX+(81)-3-3526-0801  
ホームページ / <http://www.plusweb.co.jp>  
Eメール / [info@plusweb.co.jp](mailto:info@plusweb.co.jp)

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## Completion of Synergy Factory, an Expansion from China to Malaysia

Synergy Pipes & Parts (M) Sdn Bhd's factory has been completed in April 2017. This new factory is an expansion from China.

This project was awarded to a local design & build contractor introduced by government development agency. Seeking for security and smooth coordination, the Client has engaged our services in overall project management especially on cost management.

Since the local contractor was nominated by the Client, cost reduction from the tendered price was difficult. However we could reduce the costs while securing work quality by introducing NSC (Nominated Subcontractor) system for subcontract such as piling, electric, firefighting, water supply and drainage, hoist crane, compressor etc led by us.

In general it is difficult to negotiate prices with general contractor without tender, however by separating works other than the main builder work from the general contractor, we exercise maximum merits of project management by implementing the NSC subcontract. Also, we recommended payment control through assessment against work progress throughout construction. This helped to eliminate overpayment by the Client, in addition, project schedule and quality control were able to be managed smoothly.



### Synergy Pipes & Parts (M) Sdn. Bhd.

**Client** / Synergy Pipes & Parts (M) S/B  
**Location** / Malaysia Ipoh  
**Usage** / Factory  
**CM** / Plus PM Consultant S/B  
**Design** / NUV Builder (M) S/B  
**Build** /  
**Total area** / 6,750㎡  
**Structure** / Factory S 1F/Office RC 2F  
**Scale** /

### Message from CEO

## Marketing with "Fish's Eyes"

I try to see things with three eyes in my work. The three eyes are "Bird's eyes", "Insect's eyes" and "Fish's eyes". Bird's eyes are macro viewpoint, Insect's eyes are micro viewpoints, and fish's eyes are trends. I believe a project management

company can propose optimal solutions by having three viewpoints in a balanced manner.

Humans tend to see things in front of them with Insect's eyes unconsciously. On the other hand, to see things with the Bird's eyes, it is necessary to consciously keep a distance to capture the whole image.

I remember when I did dissection experiment of crucian carp in my school days, I learned about lateral line, the organs called lateral lines feel the flow of water and play a role not to hit other fish.

In AEAN Countries, consumer trends are changing at tremendous speed with rapid economic growth and IT information revolution. In line with the expansion of the convenience store chain and the growing need for high-quality food products, maintenance of cold chain is demanding and consumers tend to depart from old-fashioned products.

In the center of Kuala Lumpur, shops that incorporates history, culture and technology of Japan have been opened by Cool Japan Organization. Both the public and private sectors are asking whether they can practice marketing with fish lateral lines more than now.

Plus PM Consultant Sdn Bhd  
CEO/MD Joji Kimura



## Ongoing Project

### ■ O'hako Project

#### Further Quality Improvement through Comprehensive Understanding

It is a continuation report of O'HAKO RESIDENSI Project that has been started in November last year.

This condominium project comprises Twin Tower Residential Building, Pavilions (facilities such as swimming pool, jacuzzi, multipurpose hall etc) in the centre and Parking Podium.

Construction started from central podium building (phase 1) and currently it reaches the transfer slab at Level 2 (3rd floor from ground) of Tower A. It is a critical milestone in this project as the transfer slab is a very important structure that supports the upper 30 stories of the residential building. Also, Tower B (phase 2) has been started and more than 150 workers are working on site every day. After this, works such as plastering work, waterproof work, fittings, various finishing work, M&E services are taking place. We are the only on-site Japanese personnel and it is true that there are still distances in the construction law, quality, safety and environment measure between local & Japan's quality. Although the local staff appreciate Japan's quality, they seem to act differently and partly give up with answer like "this is Malaysian way of doing". Through our working experience, it may be difficult for the locals to meet 100% of Japan's quality, but by moving forward for improvement without giving up, the result will change drastically. We shall understand and confront each other things that cannot be compromised and lead the project to success.



#### Marimo Land Sdn. Bhd.

<b>C l i e n t</b>	／	Marimo Land S/B
<b>L o c a t i o n</b>	／	Malaysia Puchong
<b>U s a g e</b>	／	Condominium
<b>C M</b>	／	Plus PM Consultant S/B
<b>D e s i g n</b>	／	Atelier Alan Teh Architect
<b>B u i l d</b>	／	Pembinaan Infra E&J S/B
<b>Total area</b>	／	167,554.16㎡
<b>Structure Scale</b>	／	RC / B5 – 33F

### ■ Sakura Residence Project

#### Sales started for 100 Detached Houses

In 2015, Daiwa House Industry Co., Ltd. Collaborated with Malaysia's leading developer, Sunway Berhad established a joint venture company namely Daiwa Sunway Development Sdn Bhd and signed a business alliance for development and sale of detached houses with prefabricated construction method. Since 2015 summer, the Company began construction of 100 detached houses about 5.3 ha area in the "Sunway Iskandar Project" located in Johor, Malaysia. And from 2017 spring, they start selling of the properties.

In this project, we support our Client in reviewing M&E design specification and cost down. After understanding building and M&E specifications of Japan houses, we verify the M&E design and specification in Malaysia with consideration of cost balance. Subsequently, we provide information and technology that can be used in cost negotiation.



#### Daiwa Sunway Development Sdn. Bhd.

<b>C l i e n t</b>	／	Daiwa Sunway Development S/B
<b>L o c a t i o n</b>	／	Malaysia Johor
<b>U s a g e</b>	／	Semi-detached House
<b>C M</b>	／	Plus PM Consultant S/B
<b>D e s i g n</b>	／	Daiwa Sunway development S/B
<b>B u i l d</b>	／	
<b>Total area</b>	／	About 5.3ha
<b>Structure Scale</b>	／	Steel Flame

## Ongoing Project

### ■ Malaysia Packaging Industry Berhad

#### Building Relationship with Local Contractor

We are entrusted by Malaysia Packaging Industry Berhad, a subsidiary of Taisei Lamick Co., Ltd. to provide project management services for its new factory located in Kajang, Malaysia. This project has a short construction period and is constructed by local main contractor.

The main contractor, Ireka is well known in Malaysia with many project experiences and good track record in construction. However, in term of Japanese method of project execution and quality, there are some differences. What we are required to do is to coordinate with the local main contractor on Client's requirements and verify if works are done reliably complying Japanese standard.

For factory, a smooth production is essential. For that reason, prudence and expertise on the M&E services that directly related to production is required for this project. We collaborate with our partner company and engage engineers with good knowledge and experience to manage the project.

Initially we feel there were some distances with the contractor but after several meetings we are able to understand each other better and grow as a team.

As the project progresses, quality control has become an important task. We will work hard together as a team towards successful completion of the project.



#### Malaysia Packaging Industry Berhad

<b>C l i e n t</b>	／	Malaysia Packaging Industry Berhad
<b>L o c a t i o n</b>	／	Malaysia Selangor
<b>U s a g e</b>	／	Factory
<b>C M</b>	／	Plus PM Consultant S/B
<b>D e s i g n</b>	／	IREKA Eng. & Construction
<b>B u i l d</b>	／	
<b>Total area</b>	／	23,920㎡
<b>Structure Scale</b>	／	RC Factory 1F / Office 3F

## Other Ongoing Projects

### ■ Shopping Centre Project in East Coast of Malaysia <Large scale commercial complex>

About 150,000 square meters of shopping centre is under construction. We form the quality management team from master lease side (lessee), coordinate design works with developer side (building owner) and performing quality control at the site. In addition, we coordinate and verify to ensure works are meeting the lessee's requirements and opening schedule will not be delayed.

### ■ Logistics Project in Negeri Sembilan, Malaysia

Phase 1 of a cold warehouse project of about 7,000 ㎡ is in progress. We are engaged by the Client to conduct tender exercise, quotation assessment, tender evaluation for the selection of design & build contractor. We made proposal for tender flow and bidders, submitted tender report for the 1st Tender and are moving to the 2nd Tender now. After confirmation of contractor, we will proceed to design management work immediately and ensure the project progresses promptly as scheduled.

### ■ Japanese Food Town Project in Kuala Lumpur, Malaysia

A Japanese food town project of about 3,000 ㎡ in one of the shopping centers in KL city is in progress. Our services include authority application, contractor selection and site management works. We support the Client in negotiation with the developer on contract execution and work classification, propose bidders, tender schedule and are conducting tender for contractor selection.