



ABOUT Denco MARKETING SDN BHD

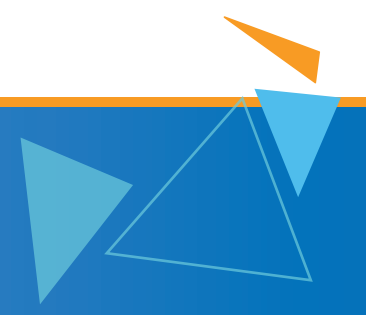
COMPANY BACKGROUND

Denco MARKETING SDN BHD is one of the most sought-after suppliers for automotive parts in Malaysia, with its headquarter located at Segambut, Kuala Lumpur. **The business founder - Mr. Ooi Chuan Chin**, kick-started his venture as an automotive parts supplier with a humble beginning during the 1990s'. Subsequently, it had gained esteemed reputation amongst its customers, namely within the automotive repairing workshops and auto parts retailers market segments.

Over the years, Mr. Ooi Chuan Chin has successfully led the company to undergo some significant transformations; then evolving into the presently renowned **Denco MARKETING SDN BHD**, which was formed in 2015. With commitment towards uncompromising quality control and bold innovation, the company had steadily gained recognition for its automotive products and services; which later on led to the trademarking of **Denco®** brand name in 2019, a strategic decision which reflected the company's aspirations to broaden its horizons with a more diversified portfolio. Under the banner of **Denco MARKETING SDN BHD** and its brand name of **Denco®** products, the organization continues to thrive, capitalizing on its expertise, and then progressively expanding its reach in the automotive parts industry.

Denco MARKETING SDN BHD provides a comprehensive range of automotive rubber products which are applicable to various types of vehicles for the REM (Replacement Equipment Manufacturer) market, specialized in engine and suspension components. Being a reputable automotive parts supplier, earning the trust and confidence from numerous vehicle repairers and auto parts retailers will always be the ultimate goal of the organization. In order to achieving this, through its commitment to quality control, reliability, and exceptional customer service over the years, **Denco®** becomes a popularly sought-after brand name in the automotive parts industry throughout Malaysia.

Today, **Denco MARKETING SDN BHD** operates with a team of 180 dedicated employees, comprises of two branches located respectively at Cheras (Kuala Lumpur FT) and Johor Bahru (Johor). It also owns a manufacturing plant that comes with a build-up area of 45,000 sq. ft., sited on an extensive land of 65,000 sq. ft. at Bukit Beruntung, Selangor. This manufacturing facility is well equipped to produce a comprehensive range of automotive parts and components to meet the exacting standards of the industry.





Headquarter



Manufacturing Plant



Cheras Branch



Johor Bahru Branch



OUR APHORISM



Dencō[®] : Distinctively ENhanced COmponents



Vision

We aim to be the foremost automotive parts supplying company that sets the industry standards by delivering top-notch quality products and unmatched services, driving excellence and innovation in the automotive parts sector.



Mission

To achieve our vision, we shall incorporate the following missions in our action plans:

- To provide high-quality automotive parts through stringent sourcing of materials and manufacturing standards;
- To deliver exceptional customer service by offering expert guidance and appropriate support in recommending and applying the best suitable automotive parts to all inquiries;
- To foster partnerships and collaborations by working closely with suppliers, manufacturers and automotive professionals to drive innovation and advancement of the automotive parts sector;
- To extend our reach to customers from different regions of the world, by providing them with top-notch quality automotive parts and best-justified solutions that are efficient, safe and reliable.

ORGANIZATION CHART





OUR CORE VALUES

QUALITY EXCELLENCE

We are committed to delivering automotive parts of the highest quality by ensuring that every product we supply meets or exceeds the industry standards through continuous monitoring and improvement of our manufacturing process.

CUSTOMER-FOCUSED

We pay extra care to our customers' needs with responsive feedbacks and tailored solutions that meet their specific requirements, by offering our expert guidance, on-time delivery, and exceptional after-sales support.

INNOVATION

We embrace innovation as the driving force behind our success by keeping ourselves updated with the latest technologies and industry trends which enable us to offer cutting-edge solutions to our customers.

INTEGRITY

We conduct our business with the highest level of integrity and ethical standard by adhering to legal and regulatory requirements while promoting fair and transparent business practices to establishing trust amongst our customers, suppliers and employees.

TEAMWORK

As our collective efforts are essential to our success, we put together a culture of teamwork and collaboration amongst our colleagues by encouraging open communication, knowledge sharing, and mutual support to achieve common goals.



WHY CHOOSE DENCO® PRODUCTS?

Quality Products with Premium Craftsmanship

Our automotive parts are crafted with high-quality materials, particularly on the requisition of **the core material — rubber**. Hence, we source our core material domestically, whereby Malaysia's natural rubber is well-known of its indisputable quality for durable, abrasion resistant and vibration dampening properties. Our premium craftsmanship in producing top-notch quality automotive parts, especially engine and suspension parts for the REM market, we are determined to furnish our products with optimal performance and durability through stringent sourcing of materials and production standards.

A Comprehensive Range of Automotive Parts

We offer an extensive range of automotive parts and components for the local and abroad REM markets, ensuring our customers are able to apply the perfect-fit of products for various types of vehicles which are ranging from older models to new models.



WHY CHOOSE DENCO® PRODUCTS?

Competitive Pricing

We're committed to offering the best prices on high-quality automotive parts, which is backed by our price-match guarantee. Hence, we are honoring a “best-justified-price-to-quality” mutual platform, to safeguarding the best interests of all parties.

Quality Assurance

Rest assured knowing that all of our automotive parts and components are produced by reputable manufacturers that come with industry-leading warranties. With an **ISO 9001:2015 standard (Certificate No. 722926)** being certified to our manufacturing plant, we are whole-heartedly committing to provide the best quality, cost-wise efficient, and customer-focused products by consistently complying to the ISO 9001:2015 manufacturing practices.





DENCO MARKETING SDN BHD provides a comprehensive range of automotive parts, with its forte in engine and suspension parts that are made of high-quality materials. With the specific premium quality of rubber material being sourced in Malaysia, whereby the domestic high-quality natural rubber is well-known of its consistent and stable properties required for applications of the automotive parts sector.



Some of our popularly sought-after products are: Arm Bushing, Suspension Bushing, Insulator Engine, Engine Mounting, Shock Absorber Mounting, Center Bearing, Stabilizer Link, Stabilizer Shaft Rubber, Spring Shackle Rubber, Strut Bar Rubber, Grommet Steering Rack, Bumper Bound, Polyurethane (PUR) Shock Absorber Damper, Air Intake Hose and many more.





CERTIFICATE OF REGISTRATION



Certificate No. 722926

The Quality Management Systems of

DENCO INDUSTRIES SDN. BHD.

No 13 (PT 8595), Jalan Kamunting 1, Perindustrian Jalan Kamunting,
Bukit Beruntung, 48300 Rawang, Selangor.

has been audited and found to conform to

ISO 9001:2015

for the following activities

**Manufacture of Motor Vehicle Rubber
Parts and Accessories**

Date of Issue: 05 July 2023 Date of Expiry: 04 July 2026 Initial Certification: 05 July 2023

Signature

Guardian Independent Certification Ltd
Registered in England
114 St Martin's Lane Coverd Garden London WC2N 4BE
Accredited by Member of the IAF ILAC



FUTURE OUTLOOK



As an organization committed to innovation, excellence, and customer satisfaction, **DENCO MARKETING SDN BHD** recognizes the need to expand our presence beyond our existing markets. Participating in various upcoming automotive parts exhibitions and trade shows will be part of our vital steps in our journey marching towards this goal, as these platforms enable us to showcase **Denco®** products and to establish network with other industry leaders while gaining valuable insights from the evolving automotive parts landscape.

Moreover, the automotive industry in Asia is experiencing an unprecedented growth. This presents us with new opportunities to tap into a vast customer base by capturing new strategic partnerships, and to foster lasting relationships with the industry stakeholders. Based on unwavering dedication and commitment to excellence, **DENCO MARKETING SDN BHD** is confident enough to make a significant impact within the automotive parts sector across Asia.

