

# TNT expands services with Mail Boxes Etc

By Calyn Yap

**T**NT Express, one of the world's largest express delivery companies, has announced a strategic alliance with Mail Boxes Etc (MBE) Malaysia, the Malaysian arm of the world's largest retail business, communications and postal service centre franchise on Oct 20 in Kuala Lumpur.

Through this alliance, MBE's 26 independently owned and operated franchisees across Malaysia will offer a variety of TNT products and services, including time definite express deliveries to more than 200 countries. These services will also be extended to all upcoming franchisees.

MBE Business Corporation managing director Brian Chow said: "Customers will now be able to experience a unique blend of MBE's convenience and TNT's efficient and cost-effective solutions."

TNT Express Malaysia managing director SC Chong commented that despite the tough economic conditions, TNT Malaysia has grown more than 40% last year. He is also confident of a double-digit growth for this year as well, and believes that working with an internationally acclaimed partner like MBE will continue to fuel TNT's growth.

He added: "This partnership is one that combines the strength of both companies in offering more options and better service for express services users."

In light of this partnership, TNT Express and MBE will also be launching a Year End Bonanza for their customers, as customers using TNT services at any participating MBE outlets will be eligible to get redeemable cash vouchers.

SMEs who use express delivery services in their daily business operations, and frequently use MBE's services for its convenience and overall postal services would find this to be good news. SMEs would be able to go to MBE as a one-stop centre for all their postal needs, local or international, using carriers that are trusted globally for their service quality, efficiency and price.

Leveraging on MBE's multi-carrier platform and expertise in packing and retail business solutions, as well as TNT's experience in international express delivery, SMEs would enjoy the best in convenience and global service levels, effectively cutting down both time and cost wastage for postal services.



(from left) Chong and Chow seal the deal to officially launch TNT and MBE's partnership

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## Smart Reader Worldwide honors its franchisees with gala award night

500 franchisees, principals, and teachers of Smart Reader kids and Smart Reader Kids Junior gathered to celebrate the success and achievement of award recipients



From left: Dr. KH Wang, Group Executive Director of Smart Reader Worldwide, with Most Promising Franchisee 2011 Evelyn Law Yen Chui, Datuk Daud Tahir, Deputy Secretary General of Ministry of Domestic Trade, Co-operatives and Consumerism and Dr. Richard Ong, Chief Executive Officer of Smart Reader Worldwide.

**A**ll of the hard work, effort, outstanding dedication to education and achievements of the franchisees of Smart Reader Worldwide were rewarded during the Smart Reader Worldwide's Franchisee Award Nite 2011 on 21 October 2011 at the Palace of the Golden Horses.

It was a memorable night to signify the eleven years of success of the franchise fraternity in this country. These awards, which were received by the franchisees, mirror the company's achievement as Smart Reader® Worldwide was awarded the Reader's Digest Trusted Brand Award 2011 as voted by consumers.

The grand celebration was graced by Datuk Daud Tahir, Deputy Secretary General of the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC). Also present at the event were Dr. Richard Ong, Chief Executive Officer and Dr. K H Wang, Group Executive Director of Smart Reader Worldwide.

108 franchisees from diverse states in Malaysia walked away with four prestigious award categories, namely Diamond, Platinum, Gold and New Impressive. The highlight of the night included announcing Sua Yen Pei of Smart Reader Kids (Bandar Perda, Pusat Bandar Seberang Jaya & Taman Inderawasih, Prai, Pulau Pinang) as the Franchisee of the Year.

Evelyn Law Yen Chui - SRK (Tabuan Jaya Baru 2 & Uni Garden, Kota Samarahan, Kuching) & SRKJ (Tabuan Jaya Baru 2, Kuching Sarawak) was named the Most Promising Franchisee.

Twelve franchisees received the New Impressive Award for their outstanding performance in the first year of operation. Furthermore, 51 franchisees were presented with a prestigious gold pendant for being in the industry for the past five and ten years.

About 500 franchisees, principals, and teachers of Smart Reader kids and Smart Reader Kids Junior gathered to celebrate the success and achievement of award recipients. Guests were entertained with exciting performances by a band, students and teachers of Smart Reader Kids centres as well as staff of Smart Reader® Worldwide.

Being a brand which has grown in popularity, franchised centres of Smart Reader have increased abundantly. With more than 300 centres nationwide and about 150 on foreign shores, Smart Reader Kids has become one of the largest pre-schooling options among many parents nationwide.