

12/08/1998

`Economy getting better, improvements seen'

MALAYSIA is on track to recovery following the various measures taken by the Government, and this augurs well for Fuji Xerox Asia Pacific Pte Ltd - which handles the Malaysian operations - to maintain its sales performance this year.

"Many people are saying that the Malaysian economy is becoming worse but in fact, it is getting better and we can see improvements of late," Fuji Xerox Malaysia general manager (marketing) Takahiro Ohara said yesterday.

This bodes well for Fuji Xerox Malaysia to sustain its sales turnover in the fiscal year Sept 30, 1998, just like the one recorded in 1997 over the previous year, he said after unveiling Fuji Xerox Malaysia's two light box advertisement signages at the Kuala Lumpur International Airport in Sepang, Selangor.

It was reported that the company expects to chalk up sales turnover of RM220 million in the current fiscal year, which is about 20 per cent higher than in the previous year.

The target could be achieved through a series of aggressive marketing strategies which emphasises colour and digital printing technology.

Ohara said the company was also enhancing relationship with its partners and dealers nationwide to boost sales amid the difficult situation.

Elaborating on Fuji Xerox Malaysia's sales performance so far, he said sales of its products such as multi-function and colour system products, was slow during the first quarter of the year but it gradually picked up in the second quarter.

The good second quarter performance was repeated in the third quarter, he said, noting that during the third quarter, Fuji Xerox managed to sell three units of a multi-function product dubbed docutech.

The docutech, which can function as, among others, copier and printer, cost about RM1.5 million each.

Ohara also said that the company spends about five per cent of its revenue annually on advertising and promotion.

Of the installation of the two signages, he said apart from underlining Fuji Xerox's commitment to reinforce its leadership position, the exercise also reflected its support for Malaysia's latest achievement in the form of the RM9 billion ultra-modern airport.

He said Fuji Xerox was positive that this exercise would greatly enhance its corporate image and herald even greater business opportunities.

The installation of the two signages meant that Fuji Xerox was the first company in Malaysia to make its presence felt at the KLIA, which was opened last month by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Each of the signages measures 21ft x 6ft and are the first kind to be installed at the KLIA.

The company selected a local "underwater world" scene for the advertisement signages, which were placed at a strategic location at the international arrival hall of KLIA's main terminal.

"This strategic location enables Fuji Xerox to prominently exhibit its presence to the 18 million to 20 million airline passengers who are expected to arrive in the country over the next year," Ohara said.

"We selected a local underwater scene to project, an inviting sense of serenity and relaxation that reveals an appealing facet of Malaysia."

"Considering the fact that a majority of travellers lead busy lifestyles, the simplicity of this visual in itself acts as an excellent

welcoming sight that helps to enliven tired and weary passengers."

The multi-coloured fish depict a vibrant, multi-cultural society with a wide and enchanting scope of places to visit and explore, and an inspiring natural habitat that co-exists in complete harmony.

Ohara said the overall impact of this underwater scene was to promote Malaysia as an ideal and fascinating destination for tourists.

Besides the signages at the KLIA, Fuji Xerox has also installed similar signages at other international airports in the region such as the Sydney airport in Australia and Changi airport in Singapore.

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