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SGG believes in building quality and value

Paramjit Kaur

SGG GROUP of companies, set up in 1991, is principally involved in manufacturing and trading of office chairs, sofas and metal furniture, for the local and the export markets.

The company's managing director, Mr Tay Weih Tong, pins the company's success on the host of positive attributes the company is built on.

"I believe the single most decisive factor is the steadfast belief that in whatever we do, we excel. With this underlying motto, we have strived since 1991 to build quality and deliver value," commented Tay.

The company's other major asset is its spirit to excel. "There is no doubt that we strive continually to improve and are never content to rest on our laurels. Growth, to us, is a long line of success and that has led us into admired business communities."

SGG seeks new summits, new achievements and new challenges. It has the kind of spirit that has propelled the company since its humble beginnings, he said.

Included in its range of products are superior quality executive chairs that are stylish, durable and comfortable. Even the back rest has been perfectly moulded for extra lumbar support.

Another innovative concept is the SGG ultra magnetic current massage chair, that has been designed to satisfy the ergonomic needs of the busy executive.

It provides instant relief of tension and stress, simply by selecting any of the eight variable massage functions available, just with a touch of the control switch. The company has over the past few years assiduously cultivated a business philosophy of endeavouring to satisfy its customers with quantity, value and service.

SGG concentrates not only on product quality but also ensures that the entire sales transaction is painless and a pleasure for the client. The emphasis is not just selling products but selling solutions that customers need.

"It is about listening to customers' needs, problems and putting the company's resources and expertise at the disposal of the customer, and meeting such needs," added Tay. He went on to say that participation in numerous international trade fairs had also contributed in bringing recognition to the company and the nation. Under the banner of growth, SGG has expanded its international exports to countries like Vietnam, China Australia and Russia. Hence, the company succeeded in developing sales networks and maintaining strong links with these countries.

"The potential in international markets is still healthy and our penetration into new foreign markets is part of our expansionist strategy to source for prudent business opportunities abroad."

With the motto "giving the best at all times", SGG's team has always paid very strict regard to the manufacturing process. Team spirit has contributed to various tangible achievements and recognition for the company.

In 1997 and 1999, the company received the Industry Excellence Award presented by the Prime Minister Datuk Seri Dr Mahathir Mohamad. "We are proud to be able to reach this status and will strive even harder to be the forerunner in the industry, breaking barriers in our stride towards the new millennium.

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