

# COMPANY PROFILE



# NTC GROUP

NTC group established since 1977 with provides superior services and products for managing the leading wholesales of car audio products and accessories in the retail industry, serving both the domestic and international sectors. . Over the years, we have continued to be at the forefront, establishing ourselves with a list of quality, decent and enviable brand names at affordable prices and sound logistics. Our goal is to exceed the expectations of every client by offering outstanding customer service, increased flexibility, and greater value

Our full inventory includes household names such as MOHAWK, DLS, DYNAMAT, KICKER, MOHAWK, MTX, UNCLE SAM, T-Audio and STREETWIRES. Currently, we have 600 dealers amplified across the region in China, Malaysia, Singapore and Thailand. And all these, are credited to the dedication and effort we, at the NTC, are trying to put into, by being the avant-garde establishment in providing a one-stop solution for our knowledgeable customers.

Typically, we are on-site at the wholesaler's locations handling client contact, providing functional and technical training and support, and resolving any and all troubleshooting issues that arise when the client initiates product usage in a live setting.

The NTC Group in the region is comprised of:

- ♣ AUDIO MASTER (S) PTE LTD (Singapore)
- ♣ AUDIO MASTER CO LTD (Guangzhou, China)
- ♣ AUDIO WORLD NTC SDN BHD (Selangor, Malaysia)
- ♣ NEW TECHNICS CAR AUDIO SDN BHD (Selangor, Malaysia)
- ♣ TC ELECTRONICS SDN BHD (Selangor, Malaysia)

**NTC**

***MALAYSIA OFFICE***



***MALAYSIA FACTORY***





**SINGAPORE OFFICE**



**CHINA OFFICE**



### **CORPORATE VISION & MISSION**

NTC, the leading establishment in the audio industry in Malaysia, has been caring for the sense of hearing of Malaysians for almost three decades. Our objectives are simple yet distinctive; to provide for only the best acoustics, enabling our customers to appreciate technology better. Today, bearing these objectives, we have continued to progress and our clientele base has expanded way beyond the domestic market into prominent China and Singapore, while actively penetrating other markets in the region. Fortunately, our strong foothold in the Malaysian market has helped in the implementation of our aggressive yet successful expansion plans, which stamps our vision of pursuing a globalized business whilst providing for the very same mission we have set out for.

In view of the rapidly growing and transforming market in the region, NTC has managed to stand firm through the test of time and thus setting the standards, echoing the challenge put before us by our ever growing continent of loyal and knowledgeable customers through the need of true and unwavering commitment rooted only to the ever basic fundamentals of Quality and Best Value. Therefore, we at the NTC can only ever repay this faith by committing to the values as such:

- ♣ Excellent Customer Service
- ♣ Quality and Best Value
- ♣ Highest Standard of Integrity and Professionalism
- ♣ Leader in the Audio Industry

## **MANAGEMENT OUTLOOK**

The success story of New Technics Car Audio's expansion is attributed to the support of a dynamic organization structure. New Technics Car Audio's adaptation to the flat functional departmentalization approach as the core of the chain of command greatly defines each responsibilities while meting out grey areas. This allows the overall supervision of each entity as it is efficient enough to facilitate the improvement on areas such like coordination, knowledge enrichment and sharing, productivity, flexibility and employee empowerment.

The introduction of information technology into New Technics Car Audio has also greatly improved the way we do business. Apart from the time saved in countless hours of paperwork, it also helps to increase efficiency and service which in turn maximizes our dedication since artificial errors are decreased. Also, it serves as an analysis tool enabling us to analyze marketing and financial environments to greater precision within a short period of time, not forgetting a complete and up to date portfolio of our honored clients. In short, the embracement of IT has helped to reduce stress and increased our productivity while enabling us to understand your requirements better to provide logistical and effective solutions.

We thrive on competitiveness on level grounds to create superior value for our customers and at the same time to maximize our profits. As such,

New Technics Car Audio is constantly in search for more resources and will stop at nothing to gain the edge over our competitors. This includes cost differentiation of reputation, brand equity, patents and trademarks. We are proud to carry the integrity of several well known worldwide brands and these have been possible by the faith entrusted to us with their exclusive licenses.

Also, New Technics Car Audio has been the only forerunning group with the ability to introduce new products into the market more quickly and efficiently than our competitors and adding on to that with our company's 26 years history, it is a feat which cannot be replicated.

## **OPERATIONS & ACTIVITIES**

Our company's objective is "Customer is No. 1". We believe in monitoring the extent of customer satisfaction to improve our products, service and organization to meet with the ever changing demands our customers have entrusted in us. Feedbacks including identified issues and concerns are closely scrutinized and addressed by means of our improved quality management system which includes the "process approach" and also "customer focus". These boosts confidence which in turn provides customer the faith they have placed in our hands to meet their needs and satisfaction.

Our company has come a long way since our establishment and amongst the accolade awarded was the ISO 9001 certification from Anglo Japanese American (AJA) in 2003, till today. This helped us in a big way not only through recognition but also awareness which helped to raise our levels of quality, safety, reliability, efficiency and compatibility. The adaptation to ISO 9001 benefited New Technics Car Audio by opening up our market opportunities to a wider range of products, reducing customer complaints and operating costs, and dramatically increasing the demand for our professionalism. Internally, our organization benefited from better working conditions, improved health and safety, morale and job satisfaction. It served its purpose as a measurement of good and quality management system, processes, products and services. Ultimately, it gave our company the opportunity to provide better value to our activities while improving our performance's consistency which not only provided satisfaction to our customers but also our respected partners such like our suppliers, freight forwarders, etc.

Over the years, we too have gradually built our image progressively by actively being involved in public relations such as advertising, publicity campaigns and mass communications. We have appeared on almost all car and audio magazines, making big appearances in car audio exhibitions and road shows and also by being sponsors in car audio competitions. While this actually helped us gain an advantage in our marketing strategies, it was also our way to project company's label in providing excellent services and quality products

The recurring marketing activities that we have been organizing as below:

- ❖ Advertisement in major car magazines
- ❖ Take part in local and over car audio competition
- ❖ Organize in-house and external product seminar and training
- ❖ Sponsor products merchandises to dealers (t-shirt, sticker, banner etc)
- ❖ Exploit more than 120 new dealers every year

**OUR STRENGTHS**

New Technics Car Audio has been providing superior services and excellent products to meet the needs and demands of customers. As a corporation that truly cares, we understand our customer's listening needs and constantly seeks new solutions that work to achieve customer satisfaction.

- ♣ Good reputation in the market
- ♣ Strong financial status
- ♣ Well established dealers network
- ♣ Proven track record
- ♣ Perceived as leader in the market
- ♣ Extensive range of quality products at affordable prices
- ♣ Friendly, caring and personalized services at all times
- ♣ Responsive attention and pro-active towards customer's needs

Also, as a people-oriented company, we value human resources. Providing knowledge and skills to our staff is of paramount importance as we believe that by knowledge empowerment, our employees are more productive and can only be valuable assets to the company. As such, we offer career advancement opportunities, training and development programs, benefits, bonuses, attractive remuneration packages and a conducive working environment. Loyalty, coupled with staffs whom are both committed and possesses excellent team spirit, will contribute to the success of the company.



**ACHIEVEMENTS OF PAST & PRESENT**

Our management philosophy and achievements have managed to capture some attention from abroad which led us to being the recipient of awards and recognition from the suppliers and also government over the past few years. Below are just some of the accolades:

- ♣ Most Improved Dynamic Distributor in 2002 presented by Dynamic Control of North America, Inc. (DYNAMAT)
- ♣ Excellence in Achievement in 2002 by Mitek International (STREETWIRES)
- ♣ Golden Bull Award (The 1<sup>st</sup> Malaysia 100 Outstanding SMEs) in 2003
- ♣ Golden Bull Award ( The 2<sup>nd</sup> Malaysia 100 Outstanding SMEs)in 2004
- ♣ Rank No. 14 of Enterprise 50 in 2004
- ♣ Excellence Export Award of 2004 presented by SMI (Malaysia)
- ♣ Business of the Year Award 2004 by Asia-Pacific Centre for SMEs
- ♣ MOHAWK had been selected as a Malaysian Superbrand for 2005
- ♣ Enterprise 50 Award of 2005 presented by SMIDEC
- ♣ Awards MS ISO 9001:2008 (2006 – Current)
- ♣ Malaysia Brand - MOHAWK (2011)
- ♣ Asia Pacific International Entrepreneur(2011)
- ♣ ISQ Award (2011)
- ♣ Golden Bull Award Top 100 SME in 2012

**If there is a specific request regarding use of our identity  
please contact:**

## **NTC GROUP**

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