

# FREIGHT ON HER SHOULDERS

CHEOK HUI YEN'S JOURNEY WITH  
KGW LOGISTICS

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**H**ardworking, organised, consistent, positive, supportive, dedicated and responsible – these are just some of the things unique to Cheok Hui Yen; which is perhaps some of the reasons why Dato' Roger Wong approached her to be the General Manager and Customer Service Manager of KGW Logistics. "She was my first employee," shares the founder affectionately, pointing out that his inaugural workmate has grown together with him and the company for the past 13 years.

We chat with Hui Yen to find out more about herself and her journey with the homegrown logistics company:

## PLEASE TELL US MORE ABOUT KGW LOGISTICS

We are a Third-Party Logistics (3PL) service company based in Malaysia, offering a complete array of logistic services and solutions. This includes ocean, air and land transportation, as well as warehousing and freight forwarding. An example of what we do is facilitate the movement of parts and materials from suppliers to manufacturers and finished products from manufacturers to distributors and retailers. KGW Logistic's aim is, essentially, to making global logistics easy for our customers and business partners.



## DO YOU MANAGE A TEAM? WHAT ARE YOU LIKE AS A LEADER?

Yes, I am currently leading a team. So apart from ensuring appropriate growth of business, I need to ensure that our team is always on their toes delivering superior service to our customers and business partners. As a leader, I always believe in two ways of communication: to understand the challenges the team is facing, and to provide the best logistics solutions to our customers and business partners. Being a good listener is one of the important attributes we – especially leaders – should have.

## WHY DID YOU MAKE THE SWITCH AND WHERE DID YOUR WORK PREVIOUSLY?

I've always dabbled with accounting matters but in an unexpected turn of events, I was introduced to the logistics industry. This started when I was given an opportunity to study the operations flow of a logistics company.

## WHAT ARE THE CHALLENGES YOU FACE IN YOUR DAY-TO-DAY DUTIES?

My biggest challenges from working here is to expect the various types of unexpected and unforeseen challenges that'll happen every day. Time management is really crucial – especially in a fast-paced industry such as logistics – as there is always urgent and important issue to manage.

## TELL US ABOUT YOUR FIRST WEEK ON THE JOB

It was full of excitement, anxiety and uncertainty. KGW kicked off with only two staff – Dato' Roger is responsible for marketing, and I have to take care of the other stuffs in the company. Operations works in a logistics company is a new experience to me and I have to learn everything from scratch.

## IN YOUR OPINION, WHAT ARE THE BENEFITS OF WORKING AT AN SME?

Work roles at SMEs are often less specialised when compared to large organisations, so we often gain experience in difference areas. There is also lesser hierarchy when working SMEs, and it makes decision-making processes shorter – this is rather important for those action-oriented individuals.

## WHAT IS YOUR CURRENT JOB SCOPE? AND WHAT MAKES YOU THE HAPPIEST ABOUT THE JOB?

I am currently overseeing the business development for overseas business, which include analysing business strategies as well as developing improvement plans to ensure appropriate growth to the business. On top of that, I provide training and guidance to our colleagues.

## HOW HAS YOUR LIFE EXPERIENCE MADE YOU WHO YOU ARE TODAY?

To be where I am today stems from learning to be patient, content, modest, positive and true to myself. One important life experience I realised and go by is that when we are unable to change a certain situation, we are challenged to change ourselves. Everyday is a new day with challenges and lessons – to me, mistakes made in the past are lessons in disguise. Plus, I do not like to take things for granted, therefore my feet always stays firmly on the ground.

## WAS IT IN YOUR PLAN TO BE WHERE YOU ARE NOW?

No, it was never my intention to be in another field apart from finance and accounting before this. I was the first person founder Dato' Roger approached when he wanted to start his company, and he did so even though he knew that I am purely an "accounts" kind of person. Based on this trust of his, I thought to myself "why not?" and never looked back.

## AND LASTLY, WHAT KEEPS YOU DOING AND POSITIVE?

My family. As a daughter and as a mother, the most precious and enjoyable moments are when I spend my time with my family. Nothing makes me happier than to be able to be a part of my children's growing years.

