

Motorservice customers in focus:

Excellent customer service

GEE HUP Auto Supply





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Law Kwan, Founder and Managing Director of GEE HUP Auto Supply

A market with a bright future

Only five years after being founded by Law Kwan in 1978, GEE HUP Auto Supply Private Limited was regarded as one of the most important distributors of spare parts for buses and trucks in Malaysia. The company has been growing constantly since then – not least because of a well thought-out market and brand strategy.

"GEE HUP Auto Supply is more successful than the competition because we are a reliable partner for our customers at all times and we deal with only high-quality original spare parts", says Law Kwan, who founded the company 37 years ago in Kuala Lumpur, Malaysia's capital, and he has been running the company successfully ever since. GEE HUP Auto Supply experienced rapid growth right from the start: Starting with a staff of three, the number of employees had risen to 108 by 2014. One reason for this development are the guidelines that Law gives: "We are always open and honest towards our customers. We contact our customers of our own accord and ask

whether they are satisfied with us or if there is something else we can do for them". This proactive approach is an important part of GEE HUP Auto Supply's market strategy.

"We enjoy a very good reputation in the industry. And we are continuously working on improving it further. Good customer service with regular visits and phone conversations is what makes us stand out positively from the competition". Approximately 80 percent of GEE HUP Auto Supply's customers are sole traders. To some extent, the company also sells spare parts to large workshops directly.



Regular visits to customers are a part of GEE HUP Auto Supply's service strategy.

A lot to do: The internet has made spare parts dealing more dynamic. This is why employees are quick and flexible.

A long-standing partnership

"We are working intensively and constantly on growing GEE HUP Auto Supply", Law emphasised. "To this end, we are relying on Motorservice's products and ongoing support. This partnership is very important to us and we hope that we will be able to continue this open and straightforward collaboration for a long time to come". Motorservice and GEE HUP Auto Supply have been successful partners in the original spare parts market in Malaysia for close to 35 years. "With Motorservice, we received products of a very high quality right from the start and at reasonable prices", said Law. The level of brand awareness and the reliability of the business partner are also important factors. In addition, there is the technical support from Motorservice which is the basis for our ability to offer our customers an even better service. Marketing is the only section where Motorservice could

gladly provide us with even greater support. We know that Motorservice also offers extensive services in this regard and we will plan the meaningful components together".

The price is crucial to the reason for buying even in Malaysia. "With regard to our products, it is the quality more than anything else that has to be right because this is what customers rely on. We have spent many years working on establishing our good reputation and we attach great importance to it", said Law. Furthermore, labour is becoming more and more expensive. High-quality products mean that GEE HUP Auto Supply avoids complaints and additional costs for processing claims.

Welcome Training Support



Well-trained mechanics for trucks and buses are hard to find in Malaysia. It is true that there has been a training institute for mechanics for ten years but this institute only deals with passenger cars. If larger vehicles are involved, then the "screwdriver trainees" often only know as much as older and more experienced mechanics have told them about trucks and buses. Luckily, Motorservice offers very good seminars to which GEE HUP Auto Supply has been regularly sending their employees for some time now. The courses are very popular and well-liked.

The market for spare parts
is growing rapidly in Malaysia and
competition is growing with it.

Well-prepared for the future

Malaysia is an emerging country. The market for spare parts is also expanding rapidly. The demand for trucks, buses and the right spare parts is predicted to grow further. Law has also recognised that the competition is also growing along side the market: "In order to be equipped for the future, we, together with Motorservice, have to make sure that we are well-prepared". The internet has added new momentum to spare parts dealing: Information spreads quicker, customers

compare prices and delivery terms throughout the world. "This is why we have adapted", the Managing Director explains his strategy for the future. "Nowadays we work more flexibly than we used to and we are also able to respond to changes much more quickly. We are constantly working on improving ourselves to ensure that we are always the first contact person for potential customers".



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