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Haulage firm cuts surcharges by 50%

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HAULAGE operator Taipanco Sdn Bhd is offering surcharge fees that are 50% less than the normal fee, using its fleet of side-loaders for deliveries outside Klang.

Its executive director Nazari Akhbar said: "We are working on a surcharge that is much lesser than the market price which is 100% more than normal trailer rate. It is also negotiable depending on the volume."

"We are not undercutting other haulage companies but developing a niche market for deliveries outside Klang and making it more affordable for our customers."

"This will be the future trend in the haulage sector as self-loading container trailers offer shorter turnaround time, unlimited trips, greater yield and are safer, too," he added.

Nazari said Taipanco had widened its delivery service to Kapar, Meru, Kampung Jawa and Bukit Kemuning in Shah Alam.

"We are also negotiating with a shipper in Kajang to provide our side loader service there."

He said a side-loader could lift a container from the truck and onto the ground in a few minutes and the driver could continue his journey immediately, collecting or delivering containers to other clients.

"Furthermore, delivery by side loader is also suitable for customers who do not have a loading bay."

"This translates into more trips, better revenue and cheaper rates."

Taipanco boss says move not undercutting



Nazari (right) with (from left) Hammar Maskin (M) Bhd executive director Chris Joon and Hammar Maskin AB managing director Bengt Olof Hammar at the handing over ceremony of the 30th Hammar sideloader to Taipanco at its office in Port Klang.

"This advance haulage transport does not depend on the number of trailers attached to a prime mover," said Nazari, adding that the present market ratio was one prime mover to six trailers.

He added that at Taipanco, a normal trailer could make an average 2.5 to three deliveries while side-loaders could perform an average of eight to 10 deliveries per day.

With the side-loaders, he said, customers could have their box as early as they wanted because a container was no longer attached to a trailer.

"When we leave a trailer at a customer's premises, every day adds to the haulage company's costs. This can be avoided by using the self-loading trailer."

"Goods can also be stuffed and taken out of the container easily because it is on the ground and not on a trailer. This is also much safer," he said.

Although the side-loader business was a capital-intensive one, Nazari said the investment of RM360,000 for each machinery could be gained back through the increase in the number of

trips made.

He said the company was also banking on technology for seamless operation such as the short message service (SMS) for container tracking.

"Our customers can track their goods movement via SMS. What they have to do is send their boxes number or request number and our automated system will respond in 15 seconds."

"The IT development will also be a part of our internal operation procedure where a mobile data terminal will be installed in our prime movers for the drivers to update on their location and status of delivery."

"Planned to be launched by next year, our scheduling system will become more efficient to cater to the needs of our customers," he said.

Taipanco, which started its operation in March 2004, is part of Federal Shipping and Forwarding group of companies which is currently the fastest growing haulage company.

"With only 10 prime movers two and a half years ago, Taipanco now operates 30 side loaders, 92 prime movers and 420 trailers."

"Initially, we depended greatly on our parent company for business, but now we are catering up to 85% of business for external customers besides Federal Shipping," he said.

Last week, Taipanco received its 30th self-loading container trailer, making the firm the largest Hammar side-loader operator in the world.