

**RICOH**  
imagine. change.



**LONG SERVICE & OUTSTANDING**  
*Employees Testimonial*



## Message from the Managing Director

A business is nothing without its people – that is why at Ricoh, we make people our business.

Maintaining a consistent position in this industry as Malaysia's top 5 is no walk in a park. The probability of achieving such results is only made possible with the support of extraordinary men and women.

Over the years, Ricoh (Malaysia) Sdn. Bhd. has produced generations of profound leaders from a loyal workforce. Our strategy is to hone in on the outcome of your journey and career path with us, as we continue our mission to spur more business leaders by encouraging talent mobility and granting our staff opportunities. Here, we offer plenty of advancement opportunities. Regardless of where you start, we aim to transform potentials by nurturing, training, and mentoring, to equip you with the right skills and attitude that will streamline you towards the path of success, taking you to greater heights and lengths in both your personal and professional life.

The synergy between our people and the company is valuable and pertinent to our growth as a company, be it in direction, vision or achievements. It is always key for us to establish a fun, passionate, and energetic workplace, cultivating it into a platform of amazing talents who have a true desire to work and complement one another while simultaneously, working towards a common goal.

The Ricoh family embraces and embody 5 core values. Firstly, just as our tagline 'imagine. change.', we believe in the importance of innovation and imagination to power our future by allowing us to stay ahead with the latest trends and to generate new ideas and implementations that will cater to our customers' needs. As we are a multidisciplinary organisation, teamwork is central for us to synergise our workflow in order to complement and support one another towards a common goal. We also believe in ethics and integrity in conducting our business. Treating one another with trust and respect is of utmost importance while we obey the law in our ways of conduct. In addition, we are customer centric. We must have a genuine understanding and compassion for the needs and wants of our customers in order to better accommodate the problems faced. Lastly, we must have a winning spirit. We are a team of go-getters with a raging competitive spirit to achieve our personal best, our customer's best, and of course, our company's best.



As a multi-dimensional organisation, "diversity" is what sets us apart from our competitors. With a range of set awards, rewards, and benefits package, we continue to diverge from the usual rewards and incentive schemes, regularly re-evaluating it to ensure we honour and recognise the work of our high-achievers as we go. On top of that, we cultivate a mesh of people from different expertise and background. We aim to empower a generation of wildcards who are creative, pro-active and open minded to contribute and work towards a common goal.

Winston Churchill once said, "Difficulties mastered are opportunities won". We believe a challenging work environment is one that will excite and stimulate our senses, to be more agile and creative to produce solutions, bringing about an excitement to come to work as each day poses a new and different challenge. At the end of the day, we work to overcome challenges by creating workplace solutions for the betterment and enhancement of the human society – that in itself is realising our brand tagline, 'imagine. change.' as we set a change in motion across the world through our imagination and our ability to bring a better change.

With Ricoh (Malaysia) Sdn. Bhd., the sky is your limit.

Peter Wee  
Managing Director  
RicoH (Malaysia) Sdn. Bhd.

## Augustine Quek

“

The environment here at Ricoh cultivates a healthy and enjoyable culture in a modern office. Ricoh always encourages development in its employees; always looking for potentials; always grooming and nurturing them to create a better version of themselves and to grant those opportunities to achieve their dreams. With Ricoh being one of the most innovative brands in the world, I am, without a doubt, more than proud to be a part of it. ”

## Lum Ting Shin

“

Ricoh is one of the top 3 brands in the industry. As a sales personnel myself, I can speak on behalf of my peers that we are all very proud to represent Ricoh. We can well-assure others that working with Ricoh will provide a good testimony for your future investments. We're not born to be sales professionals, but we're made to be – and Ricoh has given me the perfect opportunity to fulfil that role by making the people its priority. ”

## James Yap

“

“My journey with Ricoh has revealed to me that everyone has an opportunity for promotion – we have been gifted the flexibility to change roles which keeps life exciting while it also imparts greatly on your personal growth. The most important part is that you must give your best and do your part, soon enough you will be rewarded. In everything you do, you must have the passion, commitment and the right attitude. Persevere the hard times as rewards and recognition is taken very seriously by the management team – they are always on the lookout for these positive qualities and are always looking for ways to support your growth. Put 100% of your efforts into your job and you will get your returns” ”

## Alex Chung

“

Working in sales gave me a very different experience – it wasn't an easy one, but it was eye opening. With the various open doors Ricoh gifted me, I was able to experience different positions, granting me the opportunity to learn more skill sets and to meet more people. It gave me a better understanding of how to work this ginormous corporate machine. Nothing comes easy, but Ricoh always looks out for those who work with a passion and dedication for the company; always do your best to deliver results, align yourself with the vision and direction of the company and you will be rewarded for all the hard work put in. ”

## Alice Lee

“

Being a global Japanese company, Ricoh's total operations are very different from any other Japanese companies. In order to grow with the company, you need to keep an open mind; look at the company's direction to see the business trends and as long as you work in line with the company's direction, you can't go very wrong.

Furthermore, Ricoh offers a free-to-share environment that encourages innovation and creativity. In fact, if you ever find yourself stuck in a rut, Ricoh engages staff through programmes that rejuvenate innovations and a variety of trainings that will equip you with the necessary skills. Not one will ever be left behind. ”

## Sabariah Binti Mahyudin

“

I have found a family in Ricoh and I am glad that I am able to represent Ricoh. The environment is like none other – a fun workplace with amazing people and a caring and compassionate upper management who always avail themselves to help others... Truthfully, it has been a wonderful journey with Ricoh, and I can only expect more positive outcomes in the years to come ”

## Sakunthala

“

With 23 years of service, I can vouch that Ricoh is in fact a great place to work for many reasons. The amazing and friendly people here at Ricoh make working as a team seamless and effortless, driving us to create the ideal working environment which spurs us to perform our best at work and for the company. I will always cherish the times I have with Ricoh. ”



## Augustine Quek | Business Solutions

Augustine Quek has accomplished more than most 29 year olds have in his 5 years of service with Ricoh (Malaysia) Sdn. Bhd. The determined Sales Manager made his way up from a sales executive at a young age. To date, Augustine leads a team of six made up of one Senior Account Manager and five account executives.

A role model to many of his Gen Y peers, Augustine found the key to overcome the challenging work terrain as a Sales Manager by maintaining a healthy and positive outlook that has allowed him to keep pushing forward and achieving higher goals. Now, a leader, Augustine always has the best interest of his team by grooming them and coaching them to be future leaders of tomorrow.

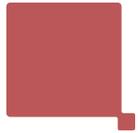
One of Augustine's proudest moments at Ricoh was in 2013 where soon after his promotion, he was gifted the opportunity to represent Ricoh (Malaysia) in Singapore at Regional Level. This experience granted him great exposure to present the team's achievements in front of twelve Ricoh operating companies in the APAC Region.

Augustine owes his success today to Ricoh who has provided him with all sorts of training that has equipped him with the necessary skills to perform his role as a leader, as well as to manage his role best. Augustine believes that he would not be who he is today without the guidance of his mentors and seniors, including the hardships and trainings that have helped him along the way.

On a personal level, Augustine's journey at Ricoh has transformed him into a better man. Augustine has found himself mature in his ways of thinking, allowing him to see things differently from a management's perspective. Being a part of the Ricoh family has allowed Augustine to create a rare but lasting brand loyalty that was developed through a wonderful chemistry between Ricoh and himself.

With a great career path undertaken, moving from sales to corporate account sales, and now to a sales manager, Augustine has high hopes and expectations for himself as he aspires to lead a business or sales unit in other countries in the near future.





## Quick Share

### Awards and achievements attained in the past?

In 2008, I had the honour to receive the best newcomer award in my first year at Ricoh (Malaysia) Sdn. Bhd. In addition, with persistence and determination, I managed to take home the top sales award two years back to back for the financial years ending 2009 and 2010. Following that, in 2012, I was once again awarded top sales for the financial year ending 2011 and in that very same year, my hard work had paid off as I attained the Ricoh Million Dollar Award achiever award for achieving more than 1 Million in Revenue. Not long after, I was blessed with a promotion and will always be thankful and inspired to give my best for any challenges and tasks given to me.

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

Truthfully, every moment I have at work, is one that I enjoy most. Every day is a very good day where I am surrounded by a driven, young, fun, and energetic work force, who work hand in hand to achieve our goals together.

In his free time...:

Augustine enjoys travelling and exploring places with great food. With Ricoh, he was able to fulfil his personal travels through all the financial rewards and remunerations, granting him the privilege to travel to places like new zealand, maldives and hong kong, to name a few.





## Lum Ting Shin | Business Solutions

Of all the globally recognised Japanese brands in the world, Ricoh was one that left a significant impact on the, now, "29 years and 25 months old", Lum Ting Shin.

With an experience of just 4 years of service at Ricoh (Malaysia) Sdn. Bhd., the young and determined Account Manager was not only awarded top performer as a junior, but was quickly promoted to Sales Senior Account Manager after generating top sales consistently through his passion and motivation, trailblazing the way forward for his Generation Y peers.

His daily job scope under the government team is to target government departments, expand Ricoh's branding and attain more sales among the government sectors. Lum claims that he doesn't necessarily like to work, but with the good remuneration, flexible work time, and cap-less commission offered at Ricoh, it created a fun work environment despite the challenge, compelling him to remain loyal and dedicated to contributing his talents to the sales team at Ricoh.

It was through trainings and workshops organised by Ricoh that allowed Lum to build his portfolio by equipping him with professional skills such as selling, probing, negotiating, and developing people skills. Not only was Lum recognised for his great work with a promotion, Lum was also awarded eight awards in a short span of five years and is determined to exceed and surpass his current achievements by a milestone in the years to come.

Lum is a testament of Ricoh's thriving work environment and culture that has allowed him to mature in character in his 6 years of work experience at Ricoh and developing a genuine integrity along the way towards the company that cannot be acquired elsewhere.





## Quick Share

### Awards and achievements attained in the past?

Ricoh does reward its people handsomely, encouraging us to always give our best. In my five years here, I have attained eight awards – at least once a year, and three company car awards. To name a few of my proud achievements, I managed to win the Top Sales Awards three financial years in a row in 2012 to 2013.

In addition, my second award achieved in my time at Ricoh, allowed me to take home the Million Dollar Challenge award where I was able to achieve a revenue of more than a million ringgit in 2011.

Having said that, above all the rewards I have had the privilege to enjoy, I personally was thrilled to find out that I was able to drive home the company sports car in the 2012 Financial Year (Q4), 2013 Financial Year (Q1) and 2013 Financial Year (Q3) for a period of time, each time. It was a definite boost to my confidence and it inspired me to perform even better at work. One of my personal favourites among the three cars was driving the Audi TT – I hope to own one of this in the very near future.

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

It was truly an amazing grace that I was able to receive the opportunity to travel on countless incentive trips overseas with my colleagues. Ricoh creates a thriving environment for us to work hard, but at the same time, rewarding us by encouraging us to play hard when we achieve our targets. In the recent years, I was able to travel to Hokkaido, Spain, Switzerland, Korea, Mt. Fuji and a few other Southeast Asian neighbouring countries. All those times I've spent with my peers, will always be greatly cherished moments I have at Ricoh.

### How do you manage work-life balance?

There's no denying that striking a healthy work-life balance is difficult. I treat work and colleagues as part of life. We do activities and enjoy happy hours together, but there are times when we need to sacrifice some things.

With that said, everything that I put my mind to, be it work or family, I always give my 200% to achieve 100% and make every second of work, life, and family worth it.





## James Yap | Business Solutions

At the tender age of 38, James Yap is responsible for the entire branch operations, overseeing the sales, admin and technical team and collections progress of a total of six branches with close to a hundred staff collectively.

While waiting for his results, the International Diploma in Computer Science student decided to try out indoor sales as it had no frills and no commitments. It did not take James long enough to realise that sales was something he would like to pursue for a long time as it paid handsomely for the then 19 year-old.

James prefers to refer to his time at Ricoh as a 'journey' and not that of a 'career path'. He likens his 'journey' to an exciting roller-coaster ride, with inevitable highs and lows. Despite the intense pressure as Ricoh's Branch Operations Manager, having to meet the increasingly high monthly and annual targets, James is always focused and determined to power through the difficult times without forgetting to credit his colleagues and family for the unconditional support and encouragement.

As James paved his way up the corporate ladder, he was able to build his portfolio and develop valuable skills such as people management, people coaching and selling skills which were made available through the different training programmes organised by Ricoh. He recalls one programme in particular which has widened his perspective as a Sales Manager as he was given financial training tailored for non-financial managers who needed to understand the profits and loss of the company.

After 13 years of service, the once Sales Executive was able to grasp and experiment with various roles he had assumed on his journey, allowing him to have a genuine understanding of the hardships that his staff experiences within their roles. James is also able to engage more with the entire business instead of focusing solely on the sales team, as there is a need for him to be involved in the after sales processes as well as understanding Ricoh's competitors on a greater scale.



Albeit being a well-respected leader, many of his staff who are degree holders became a source of inspiration and motivation for James to further pursue his MBA at the University of Wales Newport, UK in order to gain more insight and perspective in the business management. James and his "can-do" attitude, is always enthusiastic to further enhance his skills sets, to seek new challenges and to learn different roles, to work and develop relationships with different people, and of course, to win more awards and to make Ricoh proud.



## Quick Share

### Awards or achievements attained in the past?

It has always been a joy to put in my best for Ricoh as at the end of the day, our hard work will not go unheard of be it through awards or incentive trips.

I managed to get the Top Sales Award for the year 2004-2005. Not long after, my commitment and dedication for Ricoh was recognised with the Outstanding Manager Award for the year 2006-2007. These awards are one of many reasons why a lot of us here are driven to perform and to encourage one another to strive for the best.

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

Being in the sales team, I have been lucky enough to travel with my team mates and other branch members on invaluable incentive trips where all sorts of memories are created. It truly is a great time to bond with the people you work with on a deeper and more personal level – which allowed us to further enhance our work relationship as a team.

### How do you manage work-life balance?

“Work-life balance” is nothing short of easy to achieve. There is no one job in the world that is stress-free, but it all does boils down to how you choose to manage it. In the beginning, my job demanded frequent travelling, but this is made much easier now with a supportive wife, and with Ricoh’s new interactive communication products that have enabled me, and the company too, to reduce travelling costs.

On a lighter side of things, keeping that balance, for me, is necessary to be accompanied with a good dose of exercise, which is what I ensure I set time aside to enjoy and to do every weekend – cycling.





## Alex Chung | Service Operations

The Sandakan native began his 15 year journey with Ricoh when he was offered a job as a technician in the Ricoh Kota Kinabalu branch by the then General Manager of Service. Today, Alex hones the role as Ricoh (Malaysia) Sdn. Bhd.'s Technology Support Manager, overseeing solutions and networking support in the service department.

With a Diploma in Telecommunications & Computer Engineering, Alex began his career as an engineer in the Kota Kinabalu branch. As he grew with the company, Alex was able to acquire new skills fast with good guidance and training. Recognising his passion and potential, Ricoh provided Alex the opportunity to venture into different challenging roles in Sales and Services. His skills and knowledge were put to the test through a variety of training programmes, equipping him with a wealth of exposure to develop strong technical skills, including people management.

Eventually, the hard work paid off and Alex was engaged by HQ, situated in Kuala Lumpur, for training in networking and supporting products, paving a way forward that has led Alex to assume his current position as the Technology Support Manager.

Assimilating into the Kuala Lumpur way of life from Kota Kinabalu, proved to be a challenge for Alex, however, meeting new people with new expectations, familiarising himself with the different environment as well as his new job role, was made much simple with the support of his supervisor and peers who welcomed him in with open arms.

Alex firmly believes that it is the people at Ricoh who have created a reliable and well recognised product globally, and rightfully so, Alex continues to make Ricoh proud by ensuring all products and services are up to global standards and expectations.





## Quick Share

### Awards or achievements attained in the past?

Despite the high expectation and intense pressure one would generally face in sales, we are also generously rewarded and recognised for our work every time we achieve a certain target. I have had the privilege to travel on several incentive trips overseas to countries such as Bangkok, China and Japan, and the best part is, we were able to forget all the difficult times and just focus on having fun, bonding with our peers.

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

Not many people have the privilege to say this, but I owe it to Ricoh for playing cupid as I was able to meet the love of my life, whom now I can proudly refer to as my wife. Back then, she was a part-time store clerk working in the warehouse; but it was through one of Ricoh's organised team events where I got to know her better, and in a nick of a time, she is now a mother to two of our beautiful children.

### How do you manage work-life balance?

As a junior, my focus was to gain exposure and garner a healthy growth in my career; however over the years, by being more exposed to newer and bigger roles, my responsibility and commitment to the company has inevitably changed.

Having said that, despite the change in work load, for me, I believe that we should always work hard, play hard, and never mix work with family.

In his free time...:

Alex allows his inner childhood desires to take over as he indulges in good old computer games, battling it out with his best mates.





## Alice Lee | Business Solutions

With 18 years of working with Ricoh (Malaysia) Sdn. Bhd., Alice Lee's journey to assuming the role of Sales Director of Business Solutions Division from a humble marketing executive was no easy one.

With a law degree under her belt and big dreams to be a corporate lawyer, Alice's transition from law to where she is today came about by chance when she endeavoured in the corporate and business world with hopes of enhancing her résumé to be a successful corporate lawyer. It wasn't long till she realised that she wanted to grow with the company.

During her tenure as a Sales Manager at Ricoh, Alice received recognition for Best Sales Management, granting her the well-deserved respect for her leadership style and work ethics. Ever since then, Alice continues to live up to her reputation as she inspires her sales team to pursue their best performance with a burning passion, guiding them towards winning more awards that has rewarded them with multiple opportunities to travel on overseas incentive trips.

Alice draws her strength and inspiration from her peers who form a tight knit Ricoh family, as they spend long hours together, relying on one another to spur courage and continuity in working towards a common goal, achieving change and preserving sustainability.

As the company expands its product range, it creates more room for growth. This can be said the same for Alice's team and her personal portfolio in the business as she acquires more skills, growing and learning from the dynamic business trends.





## Quick Share

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

At one point, we announced that we would have sales kick-off overseas – instead of having it locally, on the basis that the sales team achieves the exceptionally high target that was set by management. It was encouraging and a significant memory I have of my time at Ricoh as I was able to witness the drive, passion, determination and teamwork displayed by everyone to achieve a common goal.

### How do you manage work-life balance?

I am a busy mom of two – but I always prioritise and ensure whatever little time I have with my family, especially with my son and daughter, is to be one spent filled with quality love and affection. One should always be focused at work, but when it is time for home, I will give my children my undivided attention they deserve to listen and care for them, and to nurture them into becoming respected human beings.

In her free time...:

Away from the hustle and bustle of work, Alice enjoys travelling with her siblings, exploring the world, as well as keeping fit by exercising regularly in the evenings.



## Sabariah Binti Mahyudin

| Service Operations

Sabariah is one of Ricoh (Malaysia) Sdn. Bhd.'s long serving staff with almost 20 years of loyal service in Ricoh's books. Sabariah's role lies in the service division where she performs her tasks in the National Contact Centres, responsible to dispatch calls to technicians.

Her role is crucial as it requires Sabariah to be the point of contact between existing customers and Ricoh, receiving calls from customers with queries regarding their machines, and ensuring a relevant technician is dispatched to service those machines. Therein lies her work challenge, as she needs to be on top of not just the customer's problem alone, but possessing the right knowledge to understand who is best to be called upon to assist the customers efficiently.

With the support of her peers and with the help of Ricoh, Sabariah is constantly inspired and motivated to widen her skills to offer the best for both Ricoh and its customers. Sabariah believes that Ricoh has the best interest of its staff at heart, as the management always looks into ways to provide and complement the staff's growth and progress to achieve a satisfactory performance. Such can be seen when Sabariah made a transition from Call Centre to the National Call Centre; Ricoh engaged external professionals to assist in training, giving them invaluable guiding tips on customer handling.

In addition, Sabariah recalls a particular staff bonding trip organised by Ricoh to Gua Tempurung where they were put into teams as they foraged through the unfamiliar environment, encouraging teamwork and coordination which they were then able to translate into the workplace - enhancing co-workers' relationships and easing job flow.

In her time at Ricoh, Sabariah was awarded NO. 1 in Customer Support (CS) twice and had the privilege to kick back and relax on overseas incentive trips to Langkawi, Bangkok and Phuket. She looks forward to many more years to come with Ricoh and to continue to make Ricoh proud by being the ideal model for all at Call Centres around the nation.





## Quick Share

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

My fondest memories at Ricoh involved mostly food, oddly enough. The Human Resources team here are always finding creative ways to engage staff with different activities – two of which involved a durian eating festival and a local fruit eating activity!

Ricoh knew that the best bonding sessions are usually formed over a good meal, and rightfully so, we were able to interact and form greater relationships with members from the different departments during these activities.

In her free time....:

As the air in Customer Support can be increasingly heightened, whenever Sabariah is able to spare some free time, she enjoys travelling with her siblings to release stress. Occasionally she would make small plans to travel to nearby places such as Port Dickson.





## Sakunthala Thevi | Service Operations

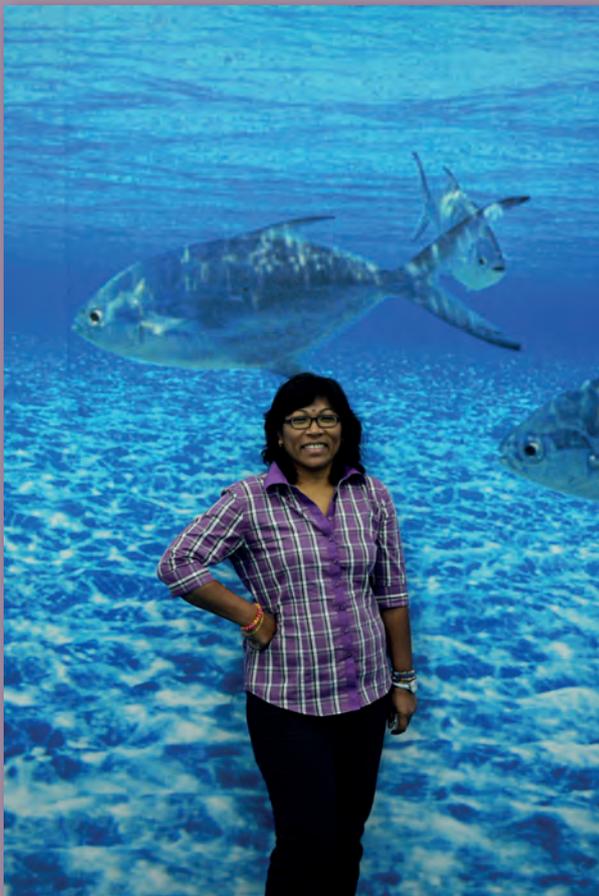
Sakunthala, fondly known as “Sakun” by her peers is one of the most loyal and long serving staff at Ricoh (Malaysia) Sdn. Bhd. Over the last 23 years, Sakun has made tremendous progress in her career at Ricoh. Beginning in the first Ricoh PJ branch as a clerk, Sakun persevered and gradually made her way up to Assistant Manager for Spare Parts Division in the Service Department.

As a clerk at the PJ branch, Sakun would monitor the ins and outs of stock and liaise with the different technicians. Not long after, Sakun was given the opportunity to lend her expertise at the Kuala Lumpur headquarters. This opened many doors of opportunity for her, granting her the challenge and change of pace she desired. Her persistence and endurance was recognised by her senior-cum-mentor, and with his guidance and support, she was soon promoted to assistant manager.

Although the soft-spoken mother of two finds her job challenging, having to stand as the decision maker for all orders and shipments, Sakun was able to overcome that with training such as stock handling and comprehensive team building activities organised by Ricoh. Her horizon was widened as she was able to deal with the different departments in Ricoh, from technical support, to services and many more.

To date, Sakun heads a team of four young men and finds it a joy to perform her day to day tasks knowing that she has a compassionate boss for support and a hardworking team. An added value for Sakun is the fact that the friendly people at Ricoh resemble a huge caring family, inspiring and encouraging her to pursue her best on a daily basis.

Sakun aspires to improve her role as an assistant manager by working on her management skills. She believes that with the help and support provided by Ricoh, there's nothing that will be able to stop her.





## Quick Share

### What was your fondest memory at Ricoh (Malaysia) Sdn. Bhd.?

Our team building trip to Gua Tempurung was definitely one of the highlights of my time at Ricoh. We had the privilege to bond with peers from the different departments, clocking in a good time despite the challenging tasks laid ahead of us.

At one time, I was also stuck in a lift alone, and while anxiety was beginning to kick in, I fondly remember one of my dear colleague who was kind enough to drop all important tasks on his plate to make me his priority by first calling for help, and second, to accompany me on the other side of the door, keeping me calm. I am forever grateful for his actions, and it is indeed a memory I will keep with me forever.

### How do you manage work-life balance?

Family is very important to me, as it should be for everybody. Managing work-life balance is made easy with my husband. With great respect for the work of one another, we make a great team in compromising and accommodating the needs of each other to ensure the family is well looked after. We take turns to clean, to pick the kids up, to perform house chores and many more.

### In her free time...:

Sakun enjoys exercising very much and will always make time for the gym.



## *Special thanks to the long Service & Outstanding Employees*

- Peter Wee
- Alice Lee
- Lum Ting Shin
- Augustine Quek
- Sakunthala Thevi
- Alex Chung
- Sabariah Binti Mahyudin
- James Yap

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**The RICOH Way**  
THE SPIRIT OF THREE L♥VES

