



The Asia Pacific International  
**HONESTY ENTERPRISE  
 KERIS AWARD**



**XMA**<sup>®</sup>



**XUN XIN TRADING SDN. BHD.**



**THE COMPANY**

Founded in 1997 by Dato' Loo Man Foo, Xun Xin Trading Sdn. Bhd. has firmly established itself as a reputable company specializing in trading and wholesale of household electrical appliances. His 15-year experience in the industry has driven the company not only towards success but also aiming for continuous excellence.







Over the years, the company has greatly expanded its business via various distribution channels including hypermarkets, supermarkets and chain stores all over Peninsular Malaysia, Sabah, Sarawak and Brunei. It also plans to open service centres covering northern and southern Malaysia, the east Coast as well as Klang Valley region.



No.33, Wisma Xun Xin, Jalan 2/131A, Batu 5 1/2, Jalan Kelang Lama, 58200 Wilayah Persekutuan Kuala Lumpur, Malaysia.

**BARANGAN ELEKTRIK**

**XMA<sup>®</sup>**  
**PILIHAN TERBAIK**

[www.xunxin.com.my](http://www.xunxin.com.my) Hotline: 03-7788 0033





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# XMA<sup>®</sup>

★ XUN XIN TRADING SDN. BHD.



The company's brand product, XMA, is designed to meet every consumer's demand. The company is confident that it will surpass competitors to become "The Better Choice" for consumers.

#### Why "The Better Choice"?

- Cheap and affordable daily home electrical and electronic appliance
- Wide range of home electrical and electronic products with SIRIM approval
- Continual upgrading products
- Excellence after-sales service via various distribution channels





Xun Xin Trading Sdn. Bhd. has an efficient and positive sales team in prospecting for better business opportunities. The company has strengthened its management team and improved its operating systems in order to meet today's challenging demand and market changes. Thus, the company is committed to building a strong business rapport for a prosperous future.

**The Founder cum Managing Director**

Dato' Loo Man Foo (Michael) D.I.M.P.

- 15 years of experience in the household electrical appliances industry

**Operations Director**

Mr. Cheong Tet Choy

- Graduated with a Bachelor Degree
- Joined Xun Xin Group in 2004
- 12 years of experience in the field of household electrical appliances merchandise and marketing



**VISION**

To increase awareness of XMA locally and internationally as a top brand in the market.

**Objectives**

- To import quality products
- To satisfy all customers need
- To provide the best after-sales services to customers
- To maintain a good brand name
- To retain competitiveness in the market



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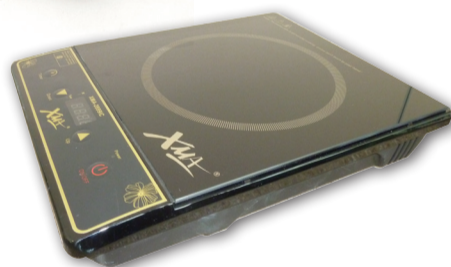


**PRODUCTS & SERVICES**

- Fan Series
- Gas Cooker Series
- Jug Kettle Series
- Colour TV Series
- Rice Cooker Series
- Blender Series
- Iron Series
- Electric Showcase and Mini Bar Series
- Vacuum Cleaner Series
- TV Antenna Series
- Audio Visual Appliances Series
- Remote Control Series
- Water Treatment Series
- Adaptor & Socket Series
- Others Electrical and Home Appliances Series
- OEM products
- Self-owned registered brands: XMA, WING, AMTAC etc.







## ACHIEVEMENTS & RECOGNITION

- Giant Famous Brand Product status 2008-2011
- SIRIM Berhad – Product Certification Scheme 2011
- 10th Asia Pacific International Honesty Enterprise – Keris Award 2011 –Honesty Entrepreneur
- 10th Asia Pacific International Honesty Enterprise – Keris Award 2011 –Honesty Enterprise
- 10th Asia Pacific International Honesty Enterprise – Keris Award 2011 –Honesty Product
- Global Business Magazine awarded Asia 100 Favourite Products
- Global Business Magazine awarded Asia Pacific Top CEO
- Global Business Magazine awarded Asia Pacific Top Excellence Brands
- Achieve Business Super brands status 2012



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