



**Synergy House Berhad Group of Companies
- Shipping Policy**



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1. INTRODUCTION/PURPOSE


Introduction:

At Synergy House Furniture Berhad, we take great pride in delivering high-quality furniture products to our valued customers. The Shipping Department plays a pivotal role in ensuring that our customers receive their orders efficiently and in pristine condition. This Shipping Department Policy has been established to provide clear guidelines and procedures for our shipping operations. It reflects our commitment to excellence, safety, and compliance with all applicable laws and regulations.

Purpose:

The purpose of this policy is to:

- a) **Facilitate Efficient Operations:** We aim to streamline our shipping processes to ensure that orders are processed, transported, and delivered to customers in a timely and efficient manner. This policy serves as a roadmap for our shipping team to follow to achieve this goal.
- b) **Maintain High-Quality Standards:** Quality is a hallmark of our brand. The policy emphasizes the importance of rigorous quality control checks to guarantee that every piece of furniture leaving our facilities meets our exacting standards.
- c) **Compliance and Legal Obligations:** We are committed to adhering to all relevant laws and regulations governing the transportation of furniture products. This policy helps us stay compliant and avoid legal issues.
- d) **Cost Optimization:** We strive to find cost-effective shipping solutions without compromising the quality of service we provide to our customers. This policy encourages cost-conscious decisions and negotiations with carriers to achieve this objective.
- e) **Customer Satisfaction:** Our customers are at the center of everything we do. This policy emphasizes the importance of clear and proactive communication with customers, addressing their concerns promptly, and ensuring a positive shipping experience.


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- f) **Continuous Improvement:** We are dedicated to ongoing improvement in our shipping operations. The policy encourages the collection and analysis of shipping data to identify areas for enhancement, fostering a culture of continuous improvement within the shipping department.
- g) **Team Training and Development:** Our shipping personnel are vital to the success of our operations. This policy acknowledges the importance of training and development opportunities to enhance their skills, knowledge, and overall effectiveness.
- h) **Accountability and Compliance:** The policy underscores that all shipping department personnel are accountable for following the outlined procedures and regulations. It also outlines potential consequences for non-compliance.


2. SCOPE

This Shipping Department Policy applies to all personnel, departments, and activities within the shipping department of **Synergy House Berhad**. It encompasses a wide range of functions and responsibilities related to the transportation of furniture products, both domestically and internationally. The policy covers, but is not limited to, the following areas:

- a) **Order Processing:** The policy outlines procedures for receiving, verifying, and processing customer orders, ensuring accuracy and completeness.
- b) **Supplier Coordination:** It governs the negotiation and management of shipping terms with furniture suppliers, encompassing lead times, transportation arrangements, and communication protocols.
- c) **Logistics Management:** This section details the selection of carriers and logistics providers, as well as the optimization of shipping routes and methods to reduce costs and transit times.
- d) **Quality Control:** The policy sets forth standards for quality checks on furniture products before shipment, ensuring that only products meeting quality requirements are dispatched.

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- e) **Cost Optimization:** This section encourages cost-conscious decisions, negotiations with carriers, and the exploration of cost-effective transportation solutions while maintaining service quality.
- f) **Customer Communication:** It covers procedures for keeping customers informed about order status, estimated delivery dates, and any delays that may occur during transit.
- g) **Problem Resolution:** The policy defines the process for addressing and resolving issues that may arise during shipping, such as damaged furniture or delivery delays, with a focus on customer satisfaction.
- h) **Documentation:** It emphasizes the importance of complete and accurate shipping and customs documentation, especially for international shipments, to ensure compliance with regulations.
- i) **Continuous Improvement:** The policy encourages the collection and analysis of shipping data and performance metrics to identify areas for improvement in shipping processes.
- j) **Training and Development:** It acknowledges the need for ongoing training and development opportunities for shipping department personnel to enhance their skills and knowledge.
- k) **Compliance with Policies:** The policy emphasizes that all shipping department personnel are responsible for adhering to the outlined procedures and regulations and outlines potential consequences for non-compliance.
- l) **Legal and Regulatory Compliance:** It underscores the importance of adhering to all relevant laws and regulations governing the transportation of furniture products, both nationally and internationally.
- m) **Environmental Considerations:** This policy recognizes our commitment to environmentally responsible shipping practices, including minimizing waste and reducing the environmental impact of our operations.

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- n) **Security and Safety:** It includes provisions for ensuring the security and safety of both personnel and shipments throughout the shipping process.
- o) **Review and Updates:** The policy mandates an annual review to ensure its continued relevance and alignment with changes in company operations, regulations, or industry best practices.

3. POLICY/PROCEDURE

Policy:

Our shipping and logistics policy encompasses the following key principles:

- a) **Safety and Compliance:** Prioritize the safety of all employees involved in shipping operations and ensure compliance with relevant regulations.
- b) **Quality Assurance:** Conduct thorough quality inspections of furniture items and secure them appropriately to prevent damage during transportation.
- c) **Efficiency and Timeliness:** Schedule and organize shipments to minimize transit times and costs, and communicate delivery schedules accurately to customers.
- d) **Environmental Responsibility:** Strive to minimize environmental impact by reducing emissions and waste in shipping operations.
- e) **Documentation and Record Keeping:** Maintain accurate records of all shipments and associated documentation for auditing and tracking purposes.
- f) **Vendor Relations:** Foster open communication with shipping carriers and suppliers and periodically evaluate their performance.
- g) **Customer Service:** Provide excellent customer service by promptly addressing inquiries, tracking shipments, and resolving shipping-related issues.
- h) **Security:** Implement security measures to safeguard goods during transit and storage and report any incidents of theft, loss, or damage immediately.

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Procedure:

1. Order Receipt and Verification:

- a) Upon receiving customer orders, designated personnel should promptly verify the details, including product type, quantity, and delivery address.
- b) Any discrepancies or missing information should be addressed immediately by contacting the marketing team or customer.

2. Supplier Coordination:

2.1 Shipping Terms:

- a) The Shipping Manager is responsible for negotiating and maintaining shipping terms with furniture suppliers thru purchasing manager.
- b) Clear and written agreements should outline lead times, transportation arrangements, and communication protocols.

2.2 Timely Communication:

- a) Ongoing communication with suppliers is crucial to maintaining a steady supply chain. Regular updates on order status and potential delays should be exchanged.


3. Logistics Management:

3.1 Carrier Selection:

- a) The Shipping Manager selects carriers and logistics providers based on a thorough evaluation of their reliability, cost-effectiveness, and ability to meet service standards.
- b) Contracts and agreements with carriers should be reviewed periodically.

3.2 Optimization:

- a) Shipping routes and methods should be continuously evaluated for optimization, taking into consideration cost reduction and transit time improvement.

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4. Quality Control:

4.1 Pre-Shipment Inspection:

- a) Trained quality control personnel are responsible for conducting pre-shipment inspections.
- b) Inspections should include checks for defects, damages, proper packaging, and adherence to quality standards.

4.2 Quality Assurance:

- a) Furniture that doesn't meet quality standards will be reported by Quality manager and Shipping Manager will be responsible for ensuring that quality assurance measures are taken before shipping.

5. Cost Optimization:

5.1 Cost-Conscious Decisions:

- a) All shipping personnel are encouraged to make cost-conscious decisions when selecting carriers, shipping methods, and packaging materials.


5.2 Carrier Negotiations:

- a) The Shipping Manager should regularly negotiate shipping rates with carriers and explore cost-effective transportation solutions.

6. Customer Communication:

6.1 Proactive Communication:

- a) The shipping department is responsible for proactively communicating with customers, providing order status updates, and estimated delivery dates.
- b) Any delays or issues affecting delivery should be communicated promptly.

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7. Problem Resolution:

7.1 Swift Response:

In the event of issues during transit, such as damaged furniture or delivery delays, the shipping department should respond swiftly to address the problem.

7.2 Documentation:

- a) All actions taken to resolve problems and communication with customers should be documented for reference and analysis.

8. Documentation:

8.1 Complete and Accurate Documentation:

- a) Shipping personnel should ensure that all shipping and customs documentation is complete, accurate, and in compliance with relevant regulations.
- b) Documentation should be organized and readily accessible for auditing purposes.

9. Continuous Improvement:

9.1 Data Analysis:

- a) Shipping data and performance metrics should be regularly analyzed to identify areas for improvement.
- b) The analysis should guide process enhancements and operational adjustments.


9.2 Feedback Mechanism:

- a) A feedback mechanism should be in place to gather suggestions and insights from shipping department personnel regarding process improvements.

10. Training and Development:

10.1 Training Programs:

- a) Training programs and development opportunities should be made available to shipping personnel to enhance their skills and knowledge.
- b) Personnel should actively engage in skill enhancement and learning opportunities.

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11. Compliance with Policies:

11.1 Adherence to Policies:

- a) All shipping department personnel are expected to adhere to the policies and procedures outlined in this document.

11.2 Consequences for Non-Compliance:

- a) Non-compliance with policies may result in disciplinary action, in accordance with company guidelines.

12. Legal and Regulatory Compliance:

12.1 Awareness:

- a) The shipping department should remain aware of and adhere to all relevant laws and regulations governing the transportation of furniture products, both domestically and internationally.

13. Environmental Considerations:


13.1 Environmental Responsibility:

- a) The company encourages environmentally responsible shipping practices, including minimizing waste, recycling, and reducing the carbon footprint of operations.

14. Security and Safety:

14.1 Personnel and Shipment Safety:

- a) Security and safety protocols should be strictly followed to ensure the well-being of personnel and the security of shipments.

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15. Review and Updates:

15.1 Annual Review:

- a) This policy will be reviewed annually to ensure its continued relevance and alignment with changes in company operations, regulations, or industry best practices.