

PLUS MENINGKATKAN KECEMERLANGAN RAKAN NIAGA DI KAWASAN REHAT DAN RAWAT (R&R) UNTUK TERUS MEMBERIKAN PERKHIDMATAN TERBAIK KEPADA PENGGUNA LEBUH RAYA

Petaling Jaya, 27 September 2023:- PLUS Malaysia Berhad (PLUS) terus komited untuk membimbing, memupuk kecemerlangan dan pembangunan rakan-rakan niaga di kawasan rehat dan rawat (R&R) dalam meningkatkan tahap perkhidmatan kepada pengguna lebuhrayanya. Langkah ini termasuklah menyediakan pelbagai program seperti Program Insentif Rakan Niaga (BPIP) yang meliputi bimbingan, latihan, kursus dan seminar dalam meningkatkan kecemerlangan operasi, pengalaman pengguna dan menjana pendapatan.

Ketua Setiausaha Kementerian Kerja Raya, Datuk Seri Haji Hasnol Zam Zam Haji Ahmad berkata, “Kementerian Kerja Raya amat menghargai dan menyokong penuh usaha dan pendekatan yang diambil oleh pihak PLUS dalam membantu rakan niaga untuk meningkatkan kualiti perkhidmatan dan tawaran kepada pengguna lebuhraya.”



Semua penerima Sijil Pengiktirafan Cemerlang Rakan Niaga MyPLUS

“Fokus utama Kementerian Kerja Raya dan Lembaga Lebuhraya Malaysia (LLM) adalah bersama-sama PLUS dalam meningkatkan perkhidmatan terbaik dan mesra rakyat khususnya dari aspek keselesaan kepada pengguna,” tambahnya.



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“Selari dengan peredaran masa serta kehendak pengguna lebuh raya hari ini, saya yakin PLUS dapat terus memodenisasikan lebuh raya dan meningkatkan kualiti hidup rakyat. Ini dapat direalisasikan dengan menjalankan usaha berterusan bagi meningkatkan tahap sosio-ekonomi komuniti setempat sepanjang lebuh raya, menerusi penyediaan peluang perniagaan, peluang pekerjaan dan lain-lain lagi.”

Beliau berkata demikian pada Majlis Kecemerlangan Rakan Niaga MyPLUS, di Persada PLUS hari ini. Turut hadir adalah Datuk Nik Airina Nik Jaffar, Pengarah Urusan PLUS Ir. Mohd Hadzmir Yusoff, Timbalan Ketua Pengarah Bisnes Lembaga Lebuhraya Malaysia, Ir. Ts. Dr. Nadzrol Fadzilah Ahmad, Timbalan Ketua Pengarah Pembangunan Lembaga Lebuhraya Malaysia, dan Datuk Zakaria Ahmad Zabidi, Ketua Pegawai Operasi PLUS.

Sementara itu, Datuk Nik Airina Nik Jaffar berkata, “Kawasan Rehat dan Rawat (R&R) merupakan salah satu daripada komponen utama di dalam eko-sistem lebuh raya di negara ini. Pada ketika ini, terdapat 520 rakan niaga yang berniaga di 29 R&R, 50 hentian sebelah dan 4 buah restoran jejantas. Mereka ini kebanyakannya terdiri daripada penduduk komuniti sekitar lebuh raya kendalian kami yang diberikan peluang untuk berniaga dan mengusahakan gerai-gerai makanan, minuman, kraftangan dan sebagainya.”

Tambahnya, “Pada ketika ini, semua 520 rakan niaga yang beroperasi di kawasan rehat PLUS telah menyertai BPIP dan diberikan pendedahan tentang teknik pengendalian makanan yang lebih baik, pendedahan meluas berkaitan bidang keusahawanan, penyediaan dan keselamatan makanan, pengurusan kewangan dan kredit, pemasaran produk, serta khidmat pelanggan memenuhi kehendak pengguna lebuh raya.”

Menurutnya, setelah lebih 30 tahun beroperasi, PLUS telah berjaya melahirkan ramai usahawan di kalangan komuniti yang tinggal berhampiran dengan jajaran lebuh rayanya. Sejak membuka perniagaan di R&R, tahap sosio-ekonomi dan kualiti hidup mereka telah meningkat dan berkembang dengan baik.

Jelasnya, PLUS secara berterusan telah menyediakan pelbagai program dan latihan yang bersesuaian bagi meningkatkan pembangunan dan tahap perkhidmatan rakan-rakan niaga di R&R. Di antaranya, PLUS telah memperkenalkan BPIP dengan sokongan Kementerian Kerja Raya dan Lembaga Lebuhraya Malaysia.

Menurut Rakan Niaga di R&R Rawang (Arah Utara), Nor Aman Karap, “Sejak membuka perniagaan di kawasan rehat PLUS, saya telah menghadiri sebanyak 4 kursus BPIP anjuran PLUS. Sebagai contoh, kami diberi peluang untuk menghadiri seminar bersama AKPK iaitu agensi di bawah Bank Negara Malaysia. Di sini, kami belajar pengurusan kewangan dengan lebih baik dan efisien bagi pengurusan perniagaan.”

Majlis Kecemerlangan Rakan Niaga MyPLUS hari ini turut menyaksikan PLUS mengiktiraf rakan-rakan niaga cemerlang MyPLUS dari wilayah utara, selatan dan tengah.

Pada majlis yang sama, PLUS turut menyampaikan hadiah bagi pemenang Pertandingan Kawasan Rehat dan Rawat (R&R) Berhias Terbaik sempena sambutan Bulan Kebangsaan 2023. Pada pertandingan kali ini, sebanyak 34 kawasan rehat, termasuk hentian sebelah dan restoran jejantas sepanjang Lebuhraya PLUS termasuk Lebuhraya Pantai Timur 2 (LPT2) telah mengambil bahagian.



Kawasan Rehat dan Rawat Pagoh (Arah Utara) yang terletak di KM146.6 di Lebuhraya Utara-Selatan telah dinobatkan sebagai juara keseluruhan dan membawa pulang hadiah wang tunai sebanyak RM10,000. Sementara itu, Hentian Sebelah Bukit Gantang (Arah Selatan) muncul sebagai Naib Juara dan membawa pulang wang tunai RM8,000, manakala R&R Rawang (Arah Utara) berjaya mendapat tempat ketiga dengan membawa pulang RM6,000.

Sementara itu, R&R Ayer Keroh (Arah Selatan) berada di tempat keempat manakala R&R Tapah (Arah Selatan) di tempat kelima dan masing-masing membawa pulang wang tunai RM5,000 dan RM4,000. Bagi Anugerah Khas Juri pula, R&R Sungai Perak (Arah Utara) berjaya membawa pulang wang tunai RM2,000.

PLUS turut menyampaikan hadiah bagi Hiasan Pejabat Tol dan Pejabat Seksyen PLUS Terbaik sempena Bulan Kebangsaan serta Penyampaian Hadiah Pertandingan InstaFoto #KibaranMalaysiakuGemilang yang dianjurkan di laman Instagram PLUS.



Semua Pemenang Hiasan Pejabat Tol dan Pejabat Seksyen PLUS Terbaik



Semua pemenang Hadiah Utama Pertandingan InstaFoto #KibaranMalaysiakuGemilang

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PLUS UPLIFTS BUSINESS PARTNERS' EXCELLENCE AT REST AND SERVICE AREAS TO ENSURE THE BEST SERVICE FOR HIGHWAY USERS

Petaling Jaya, 27 September 2023:- PLUS Malaysia Berhad (PLUS) remains committed to guiding, fostering excellence, and developing its business partners at rest and service areas (R&R) to upgrade the level of service to highway users. This includes providing various programs such as the Business Partner Incentive Program (BPIP), which encompasses guidance, training, courses, and seminars to improve operational excellence, user experience, and income generation.

The Secretary-General of the Ministry of Works, Datuk Seri Haji Hasnol Zam Zam Haji Ahmad, expressed his support, stated, "The Ministry of Works highly appreciates and fully supports the efforts and approaches taken by PLUS in helping business partners improve the quality of services and offerings to highway users."

"The main focus of the Ministry of Works and the Malaysian Highway Authority (MHA) is to collaborate with PLUS and other highway service providers to collectively deliver the best and user-friendly services, particularly in terms of comfort for users," he added.

"In line with the changing times and the requirements of today's highway users, I am confident that PLUS can continue to modernise highways and enhance the quality of life for the people. This can be achieved through continuous efforts to boost the socio-economic level of local communities along the highways, including providing business opportunities, job opportunities, and more."

Datuk Seri gave his statements at the *Majlis Kecemerlangan Rakan Niaga MyPLUS* at Persada PLUS today. Also present were Datuk Nik Airina Nik Jaffar, Managing Director of PLUS, Ir. Mohd Hadzmir Yusoff, Deputy Director-General of Business, Malaysian Highway Authority (MHA), Ir. Ts. Dr. Nadzrol Fadzilah Ahmad, Deputy Director-General of Development, Malaysian Highway Authority (MHA), and Datuk Zakaria Ahmad Zabidi, Chief Operating Officer of PLUS.

Meanwhile, Datuk Nik Airina Nik Jaffar stated, "Rest and service areas (RSA) is one of the key components in the highway ecosystem in this country. Currently, there are 520 business partners operating in 29 rest areas, 50 lay-bys, and 4 overhead bridge restaurants. Most of them are local community residents living near our operating highways, given the opportunity to run food stalls, beverage outlets, handicrafts, and more."

She also added, "At present, all 520 business partners operating at PLUS rest areas have joined the BPIP and have been exposed to better food handling techniques, extensive entrepreneurship exposure, food preparation and safety, financial and credit management, product marketing, and customer service to meet the needs of highway users."

According to Datuk Nik Airina, over 30 years of operation, PLUS has successfully nurtured entrepreneurs among the local communities living near its highway network. Since opening businesses at rest areas, their socio-economic status and quality of life have improved and flourished.



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She explained that PLUS has consistently provided various programs and training to enhance the development and level of service of its business partners at rest areas. Among these, PLUS introduced the BPIP with the support of the Ministry of Works and the Malaysian Highway Authority (MHA).

According to a business partner at Rawang R&R (Northbound), Nor Aman Karap, "Ever since I started a business at the PLUS rest area, I have attended four BPIP courses organised by PLUS. For example, we were given the opportunity to attend a seminar with AKPK, an agency under the Central Bank of Malaysia. There, we learned how to manage finances better and more efficiently to avoid sales leakage or loss and how to manage finances for the business itself."

Majlis Kecemerlangan Rakan Niaga MyPLUS today also saw PLUS recognising the outstanding MyPLUS business partners from the northern, southern, and central regions.

At the same event, PLUS presented prizes to the winners of the Best Decorated Rest and Service Area (R&R) competition in conjunction with the National Month 2023 celebration. In the competition, a total of 34 rest areas, including lay-bys and overhead bridge restaurants along the PLUS Highway, including the Lebuhraya Pantai Timur 2 (LPT2), had participated.

Pagoh Rest and Service Area (Northbound) located at KM146.6 on the North-South Expressway was declared the overall champion, receiving a cash prize of RM10,000. Meanwhile, Bukit Gantang Lay-by (Southbound) emerged as the Runner-Up, winning a cash prize of RM8,000, and Rawang R&R (Northbound) secured third place, taking home RM6,000.

In addition, Ayer Keroh R&R (Southbound) came in fourth place, while Tapah R&R (Southbound) took fifth place, each receiving cash prizes of RM5,000 and RM4,000, respectively. For the Special Jury Award, the Sungai Perak R&R (Northbound) successfully won a cash prize of RM2,000.

PLUS also presented prizes for the Best Decorated Toll Plaza Office and PLUS Section Office in conjunction with National Month, as well as the Presentation of Prizes for the #KibaranMalaysiakuGemilang Instagram Photo Contest held on the PLUS Instagram page.

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