



SMG Mega Sapphire Capitalises on Transport Sector Growth

Freight forwarding and Haulage Company, SMG Mega Sapphire Sdn Bhd purchased its first transport equipment in 2007, laying the foundations for a decade of growth and prosperity.



Ten years on and things are really taking shape for the family owned logistics company. The Company found its niche, and has steadily scaled its business by expanding its fleet of prime movers and recently taking delivery of two new Steelbro SB450 sidelifters.

The SB450 is a rugged sidelifter unit with a strong lifting capacity. Transfers of containers weighing up to 45 tonnes can be made easily within a safe working envelope. Tough and durable, the SB450 has been built to work under the most extreme of conditions.

The Petaling Jaya based company moves import and export containers throughout Peninsular Malaysia. "Most of our customers are shippers and freight forwarding companies. Our job

is to deliver containers back and forth from the port to the destination," says Managing Director of SMG, Mr Kanapathy Raman Satish.

Entry into the market was timely for SMG Mega Sappire. Between 2010 and 2014, during the Malaysia Tenth Malaysia Plan, total cargo volumes grew 20.2% reaching 540 million freight weight tonnes (FVT) and container volumes grew 21% reaching 22 million TEUs.

Capacity at Malaysian Ports has expanded with addition of new container wharfs at Northport and Westport of Port Klang, PTP, Penang Port, and Kuantan Port. Port Klang, Selangor is now featured in the International Association of Ports and Harbours World's Top 20 Container Ports report (at 13th) with 10.4 million twenty-footer equivalent unit (TEUs).

The country's latest economic model: The Eleventh Malaysia Plan 2016-2020 promises significant growth in the transport and storage sector. Movement of goods is expected to become increasingly important as trade plays a significant role in Malaysia's economic growth. By 2020, Malaysia is targeting an 8.5% annual growth rate of the transport and storage sectors.

This is all good news for SMG Mega Sappire whose expansion plans are set to cater for the increase in the haulage and loader business. Decisions about investment in capital equipment are never made lightly. "We look for total sustainable transport solutions" says Satish, who has invested in trucks as well as Steelbro sidelifters. "Our investments need to be more viable in the long-term".

"We have recently added two new Steelbro sidelifters to our operation." The Company now has three sidelifters and thirty trucks in total. "We use the sidelifters for moving 20ft, 40ft containers and tanktainers. Sidelifters are mainly used for short journeys, or longer for some selected clients. With the Steelbro

sidelifter, we are able to double stack fully laden containers. We can also handle two 20ft container back to back."

"The sidelifters have helped to increase the number of container deliveries we can make. They've made it easier to do staging and helped us shorten the port pick up process."

When asked why he chose Steelbro above other models. "The price was competitive. Units were found to be more durable than alternatives without the crane hydraulic problems. They were found to be safer to operate with the joystick and the after sales team support was invaluable. Also, the new units were delivered in less than two months."

Operators at SMG Mega Sappire described the sidelifter "As having more customer control than other units. They are more reliable and safer to load and unload heavy containers. They are a heavy-duty product and compared to the competition, low on maintenance."

"We have used the Steelbro service centre and enjoyed a fast response 24/7 breakdown service" says Satish. "We have found that we can get quick appointments for after sales service and great support from the Steelbro team".

"Second-hand units retain their value. They are the most highly sought after sidelifter by haulier companies. Steelbro's after sales service is great – The Steelbro trade in programme and resell value has brought in more confidence."

As SMG Mega Sappire looks forward to the next ten years – towards the end of the Eleventh Malaysia Plan (2020) and beyond, they hope to continue to benefit from the continued growth of the transport sector. They also hope to continue to partner with loyal suppliers such as Steelbro. 

