Ahmad Firdaus Bin Ramli

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Resume Summary

Current Position	: Head Of Business Development, Marketing & Government Relation
Current Specialization	: Logistics/Supply Chain/Business Development
Highest Education	: Bachelor's Degree in Computer Science/Information Technology
Years of Experiences	: 21 Years

1. BERNAS Logistics   Mar 2023 –Present

Position Title (Level)	: Head Of Business Development, Marketing & Government Relation
Specialization	: Logistics/Supply Chain
Role	: Management
Industry	: Trading / Logistics & Supply Chain
Work Description	:

1 Mar 2021 – Present   Head Of Business Development, Marketing & Government Relation

- Financial Management: Closely monitored BLSB's P&L, ensuring financial stability and identifying opportunities for cost optimization and revenue enhancement.
- Operational Excellence: Successfully managed BLSB's first JFC Hub operation takeover in Batu Pahat, overseeing venue selection, staff recruitment, and operational briefings, ensuring a smooth transition in May 2023.
- Supply Chain Efficiency: Setting up multiple logistics service such as BLSB's first pallet transfer for Bernas inter-warehouse movement (truck trips) and managed the transfer of 2000 MT of Bernas rice from Bernas warehouse to JFC warehouse, enhancing operational effectiveness.
- Revenue Growth: Achieved an annual revenue of MYR 18,947,970 for 2024 from multiple accounts across transport, forwarding, and haulage services through strategic client engagement.
- Digital Transformation: Established BLSB's digital footprint by launching the BLSB LinkedIn page in April 2023, significantly enhancing brand visibility and engagement.
- Freight Operations Setup: Led the development of BLSB freight operation services and management systems from user requirement gathering to implementation, aligning operational capabilities with market demands.
- Client Solutions Development: Key team member in creating tailored logistics solutions for clients requiring integrated logistics, warehouse, and freight services, driving customer satisfaction.
- Regulatory Compliance Engagement: Engaged with Kastam Diraja to secure BLSB freight licenses, ensuring compliance with regulatory standards and facilitating smooth operations.

1. CREA   Sept 2021 –Mar 2023

Position Title (Level)	: Supply Chain & Fulfillment MY/SG/TH (Manager)
Specialization	: Logistics/Supply Chain
Role	: Management
Industry	: Consumer Products / E-Commerce
Work Description	:

2 Sept 2021 – 28 Feb 2023   Supply Chain & Fulfillment MY/SG/TH (Manager)

- Successfully setup CREA fulfillment operation using 3rd party in MY
- Successfully migrating CREA inventory and fulfillment operation from Lazada Fulfillment
- Prepare and aligned fulfillment SOP to suit local ops effectiveness with CREA TH operation. Create and maintain documentation of all business applications.
- Setting up demand forecasting process, Inventory Management and replenishment for 11 brands(Beauty, FMCG and Fashion) for MY, TH & SG
- Achieved In Stock % of 99.6% and also < 4.5% of Bad Stock consistently
- Lead packing material initiative analysis and sourcing based on SKU and pack size
- Continuous identify root causes, process constrain and provide recommendations on system design to tech for enhancement
- Collaborated with Brand Development for new brand pitching which result to securing new brand (Blackmores, Inova, Cosmedix & Saturday Skin) with potential GMV for MY at MYR4.9mil and SG at SGD3.2mil
- Lead and promote the logistic services for MY & SG for Brand to switch to fulfillment management manage by CREA as part of revenue growth strategy

2. Lazada Malaysia (LEX)   **Aug 2015 –Aug 2021**

Position Title (Level)   : Operation Systems & Projects (Sr Manager)
Specialization   : Logistics/Supply Chain
Role   : Management
Industry   : Consumer Products / E-Commerce
Work Description   :

1 Dec 2016 – 31 Aug 2021   Operation Systems & Projects (Sr Manager)
- Lead a team provide support and upkeep LEX Operation System which include identifying root cause of issues for escalation on non-workaround system error
- Engaged and provide leadership for new LEX Operation System features/enhancement to Malaysia ops team in ensuring it is successfully implemented which include user training (Regional and local team).
- Prepare and maintain System training material and SOP to suit local ops effectiveness. Create and maintain documentation of all business applications with maintaining its relevancy to business.
- Key member in Lazada system redesign and deployment (integration with Alibaba eco system) which achieved system penetration of 99.5% and reduce CPP and logistic burn.
- Continuous identify root causes, system constrain and shortcomings and provide recommendations on system design to tech for further enhancement and provide workaround to Ops processes.
- Design and build LEX MY Inventory Management system locally to increase Ops efficiency by being able to trace real time Asset movement and eliminate manual tracking which bring cost avoidance of RM310k
- System Trainer for Daraz (Pakistan, Bangladesh, Myanmar, Nepal, Sri Lanka) on LMS System deployment
- Project champion for Leanovation program under LEX Transformation Management (Lean Six Sigma)
- Lead the student program with INTI International University.

1 July 2016 – 31 Nov 16   Project & Performance Management Planning (Manager)
- Work with Ops team in finalizing equipment spec and conduct sourcing, purchasing equipment for Hubs, Sortation Center and Fleet operations.
- Overall direction, coordination, implementation, exectuion, control and completion of specific projects (not limited to Hub, Sortation, Fleet) and to ensure consistency with company's strategy, brand and business aim.
- Lead the planning and implementations of projects (facilitate the definition of project scope, goals project plans) including resources allocation (assemble and coordinate project staff, manage project budget) and project timelines (plan and schedule project timeline), advice and assist(plan and schedule timeline, track deliverables and quality assurance) the team with the projects they are responsible for (key focus on System Automation).
- Generate Ops KPI for FM/SC/LM and provide analysis on the daily performance by using SQL, Qlik Sense & FBI.
- Conduct studies in analyzing current hub coverage, improving Hub sector mapping and locate potential Hub location using postal code mapping.
- Project Lead for LMS & Pickmee roll out & implementation for MY.
- Created processes for Ops dept such as Lost Management, Reship and Package Issue handling.
- Enhancing department and organization reputation and is the company liasion with MCMC, AMEC, TEKUN etc.

17 August 2015 – 30 June 2016   Fleet Management (Manager)
- Study and execute the fleet asset plans/ projetcs (purchasing own asset, rental) which include vehicles, motorcycle and cargo boxes based on Volume projection and targeted growth.
- Executing staff related projects/ programs (recruitment of riders/drivers and support staff) for company-owned vehicle and setting up independent contractors program and have grow the fleet strength by 4X within 3 months.
- Development of Training Materials, SOP, Operational Policies, Incentive program, Independent Contractor Compensation package and execution with other management programs for delivery & pickup operations.
- Developing Safety programs and also working culture for riders/ drivers.
- Develop key measurable trackers to track performance and standard KPIs
- Negotiate in sourcing arrangement for fleet assets (contract negotiation, pricing, vehicle financing with Banks, Credit Co) with focus in optimizing performance while managing within the cost matrix
- Setting up fleet maintenance program (workshop, vehicle supplier, permit) and fuel & toll program for fleet.
- Developing Asset disposable program for Fleet.
- Currently temporary leading Lazada Express operation from Routing, Sortation & Hub Operation.
- System Knowledge: OMS, PMS

3. Coca-Cola Refreshments (M) Sdn Bhd   **June 2011 –Aug 2015**

Position Title (Level)   : Logistics Services (Manager)
Specialization   : Logistics/Supply Chain
Role   : Management
Industry   : Consumer Products / FMCG
Work Description   :

01 April 2015 – 16 August 2015   Logistics Services (Manager)
- Order to Delivery Management
- MEP / MLP Cost to Serve Management

- Distributor Logistics Capability Development
- Logistics & Warehouse Consultation (On GWP, IRA, Resources Planning & Requirement, Audits and Assessment)
- Liaison with X-functional team for service deliverables
- Monthly Performance Review with Internal Customer
- Reverse Logistics Management
- People Management (GWP Traning for Internal and MEP/MLP personnel)
- OE Improvements (MEP/MLP delivery schedule compliance)

20 June 2011 – 31 March 2015   Linehaul & Seafreight (Manager)
- Lead a group of 6 Transport Planner and manage several 3PL (FM, Tanjong, Tasco, PILOT, BIFORST & PMT) directly in day to day Linehaul & East Malaysia operation.
- Involved in strategic planning of mapping Coca-Cola logistic model in penetrating Local and Key Account Market in Malaysia to ensure delivery are executed on time.
- Setting up distribution and establish process for outlet level delivery which involves selecting transporter/driver owner model, working on cost model and also drivers training on policy and process. Monitor Direct Store Delivery (DSD) performance by Transporter (Freight Mark, BIFORST, CCRM) for Klang Valley and Negeri Sembilan to achieve KPI target. Currently there are 73 trucks running for distribution to 15,000 outlets and growing with a target to achieve 98% successful delivery
- Work with Sales on order taking base on customer requested delivery date by monitoring Make to Order (MTO) to East Malaysia. This involved in establishing container stuffing process, Motion analysis of the stuffing productivity for stuffer and haulier deployment model. Closely monitor vessel arrival and coordinate delivery to Distributor with objective to avoid East Malaysia port storage, demurrage and detention charges mechanism. 3PL: PILOT using MTT & SHINYANG via Port Klang
- Reduce Sea freight Damage in Transit to EastMsia to 3%of teus by improving product stacking method and monitoring unstuffing at Destination.
- Setting up and establish process, coordinate and monitor Truck movement from Order Management to delivery for Local Key Account, International Key Account, Distribution Center, MEP/ MLP, Chilled and Outstation On Premise Key Account for Peninsular Malaysia to ensure delivery as per RDD.
- Monitor timely delivery to customer, Shipment Defect & Error, Slot Time Compliance, Truck utilization and usage, POD Return and Successful Delivery to achieve DIFOTAI.
- Coordinate with Safety department on safety process compliance with OSHA, KORE and Environmental Monitoring.
- Goods stacking matrix base on customer requirement to maximize truck utilization.
- Establish Settlement process for 3PL and Reverse Logistic (Immediate/Plan) for Drivers after delivery.
- Establish and Standardizing Billing process for deliveries by 3PLs (Linehaul, Distribution and EM).
- Part of the Coca-Cola audit team which involve in auditing distributor warehouse on GWP and capability to meet future business requirement
- Directly involved with procurement on Contract and Tender negotiation for DSD, Linehaul Deliveries, East Malaysia and fleet expansion.
- System knowledge: SAP

4. West Ports Malaysia   **May 2003 – June 2011**

Position Title (Level) : Operation Planning Manager (Manager)

Specialization   : Logistics/Supply Chain

Role   : Management

Industry   : Transportation / Logistics

Work Description :

01 Apr 2011 – 10 June 2011   Operation Planning Manager
- Plan day to day man and machine deployment for 34 Quay Cranes operation which involve 221 prime movers to serve 11 to 12 vessels at the same time.
- Coordinate closely with other section (Yard and Vessel) for discharge and loading operation to achieve 35 mph for each of the cranes.
- Lead a group of 12 Dispatcher to monitor inbound and outbound movement and maximizing resource utilization whenever possible.

01 Sept 2006 – 31 March 2011   Vessel Planning Manager
- Account Champion For American President Line (APL). Handle Claims, Launching of new services (SZX, SSX, CIX), Special Cargoes Arrangement, Vessel Berthing and Deadline, Terminal – Client Coordination.
- Plan, coordinate request by Vessel Operator for tight connection boxes and replanning of boxes by freight forwarder(manifest and BL).
- Work with Malaysia and United State custom to establish procedure for Container Scanning and Inspection (CSI) for US bound Cargoes in Port Klang.
- Monitor and Implement Improvement Method in planning to achieve 35 Gross MPH without any service failure.
- Lead a group of 15 Vessel Planners and 5CTCS clerk(Container Terminal Customer Service) in ensuring that effective and efficient planning and process done and execute without any service failure.

Port Planning System: COSMOS, SHIP, AS400, Yard Planning Navigator, SPACE, TRAFFIC, Planning Work Bench, Berth Planning System, E - Terminal.

01 July 2005 – 31 Aug 2006   Yard Planning Executive
- Plan Efficient Loading and Discharge movement for incoming Vessel boxes in Container Yard
- Ensure minimal Machinery deployment to achieve maximum productivity
- To avoid RTG clashes for vessel under operation (discharge/ loading) in Container Yard with proper planning.
- Exposure in DG, OOG and Special cargoes handling and storage procedures.

01 Sept 2004 – 30 June 2005   Vessel Planning Executive

- Monitor and Audit Vessel Planner Plan to achieve Nil amendment
- Ensure Maximum Crane Split Planning and No Clashes
- Work Closely with Terminal Operation to achieve maximum productivity(35 mph)

01 May 2004 – 31 Aug 2004   Container Terminal Customer Service (CTCS) Executive

- Knowledge in Tariff and Charges for containers.
- Expose to Container Key In procedure(Closing time, Custom, Freight Forwarder, Shipping Line Handling)

02 May 2003 – 30 April 2004   Vessel Planner

- Dedicated Planner For Main Liner(CMA, CSC, Maersk)
- Planned Twin Lift Planning For Vessel (Discharge/Loading)

Education:

Bachelor's Degree of Computer Science/Information Technology   **Graduation : 2003**

Major   : Computer System And Comunication

Institute/University   : Universiti Teknologi Malaysia, Malaysia

Certification:

Malaysia Sea Academy(ALAM) (2004, 2007, 2008), MBSA Industrial Training (2002), UTM Networking (2001)

Lean Six Sigma Green Belt. Certificate Number CA-(00125)19-MY

Related Course Attend:

1. Port Planning Program (Westports Malaysia Sdn Bhd) - 2004

2. Leadership GRID Seminar (Westports Malaysia Sdn Bhd) - 2004

3. Industrial Relation Laws and Practice in Malaysia (Upsearch Resources) - 2005

4. Stability Course for Non Mariners (Akademi Laut Malaysia -ALAM) - 2005

5. Terminal Planning Attachment (Hong Kong International Terminal) - 2006

6. Terminal Planning Attachment (Yantian, China International Container Terminal) -2006

7. Container Review 2007 (Westports Malaysia Sdn Bhd) - 2007

8. Intermediate Stability Course For Non Mariners (Akademi Laut Malaysia -ALAM) –2007

9. Central Planning Attachment CSAV, New Delhi (CSAV NORASIA – Westports Malaysia Sdn Bhd) - 2007

10. Advance Stability and IMDG (Akademi Laut Malaysia -ALAM) - 2008

11. Project Management Training (BCM Consulting Sdn Bhd) - 2008

12. How to Sustain Business through Good Customer Services (VIHETHI Training & Services) - 2008

13. WESTPORTS HARVARD Case Study Session (Westports Malaysia Sdn Bhd) -2009

14. Management Training (Westports Malaysia Sdn Bhd) - 2009

15. Leadership Training For Managers (DALE CARNEGIE TRAINING) - 2009

16. Understanding Malaysian Customs Procedures (BEAM Advisory & Consultancy Services Sdn Bhd) - 2009

17. Young Manager Retreat 2009 (Westports Malaysia Sdn Bhd) - 2009

18. Finance for Non Finance Execs/Managers (FMM INSTITUTE) – 2009

19. Public Speaking, Presenting with Impact – 2010

20. IMCR (Emergency Response) Coca-Cola 2012

21. RGB project implementation Attachment,Coca-Cola Shenyang, China 2013

22. Federation Of Malaysia Manufacture Conference -2014

23. Qliksense BI Data Visualization Tools - 2017

24. Analyzing Data with Power BI (New Horizons) - 2019

*References will be provided upon request.