

Press Release

Media : Smart Investor
Date : August 2013
Page : 2
Published : Monthly
Language : English
Circulation : 21 200 (ABC)



Contents

AUGUST 2013

FEATURE

06 | PRS - Performance Vs. Perception
Malaysians are still in need of more carrots to take up the new and untested, long-term, voluntary retirement scheme.

12 | The Enigma Of Gold
Some experts provide a long-term view on the investment propositions, reasons for the volatility and why they are still bullish on gold.



18 | New Zealand's Shale Potential
Massive energy development is happening in the Pacific Rim and a new Bakken-like Shale windfall is in the making at one of the least expected places.

COVER STORY

26 | Doing It Right
Berjaya Hotels & Resorts is going against the grain and practicing a triple bottom line of profit, people and the planet.

30 | Berjaya Times Square Hotel Kuala Lumpur Shines After A Decade Of Success

31 | The Real Deal
The best type of charity is when the left hand gives and the right hand does not know it.

COMMENTARY

23 | Time Will Tell
Talks of a pause in Quantitative Easing by The Federal Reserve is sending shockwaves through the global market. But the real impact is still unknown.



MONEY

40 | Top Factors In Selecting An ETF
ETFs can be an attractive investment proposition, if investors know what to look for and better understand this investment instrument.

42 | Top 8 Tradeable Currencies
The foreign exchange market is the largest financial market in the world, with more than US\$4 trillion changing hands every trading day. But not all currencies are equal in tradeability.



RETAIL & BRANDING SPECIAL

32 | Brands That Stick
Amid a growing and vibrant retail market, many top Malaysian brands are seeing an increase in value and competition.



34 | An American Beauty
We unlock the Tupperware tale which has been passed down from generation to generation.



36 | A Brand That Clicks
Rakuten Online Shopping is upping its game in the online space in anticipation of a burgeoning market of R.M1.9 billion by 2016.



Press Release



Media : Smart Investor
Date : August 2013
Page : 34
Published : Monthly
Language : English
Circulation : 21 200 (ABC)



SPECIAL FOCUS

An American Beauty

We unlock the Tupperware tale which has been passed down from generation to generation.

By Eileen Hee



David Wong

You know a brand is powerful when it becomes a generic term for its category such as Ferrari, Apple, Coca Cola, Google and Starbucks, just to name a few. Although some brands are financially valuable like Google which is estimated to be one of the world's most valuable brands at \$86 billion, others just resonate with consumers.

A case in point is the Tupperware Brands, known for its rich heritage and strong brand equity - and for being passed from generation to generation.

Not many people can say they do not own a Tupperware product which they have kept in trust for their children - but what separates the brand from the rest is that it is also a "genuinely likeable brand."



"Mention 'Tupperware' and you get all kinds of very positive responses from people of all walk of lives and all ages. People share with us their positive experiences with our brand," said David Wong, area vice president & managing director, Tupperware Brands South East Market.

The Tupperware Brands, which is backed by a lifetime warranty, has built its business around the philosophy of "build the people and the people will build the business" and it has evolved over time to include a multi-tiered business model.

Tupperware Brands Malaysia is currently the second largest market in Asia and ranks among the top eight in the world. In 2005, Tupperware acquired Sara Lee Corporation's direct selling business and changed its name to Tupperware Brands Corporation to reflect the Company's increasing product diversity.

Press Release

Media : Smart Investor
 Date : August 2013
 Page : 35
 Published : Monthly
 Language : English
 Circulation : 21 200 (ABC)



According to Wong this diversification and brand extension was consistent and appropriate to the core of the brand and in line with the company's vision of "premium brands that provide innovative lifestyle solutions".

"The experience we offer with all our brands will always be original, premium, and innovative products that will enhance our customers' and their families' lifestyles. Our portfolio now includes brands and products such as the Nano Nature Water Filtration System to promote Healthy Living, with not only cleaner and safer but also nutrient-rich water, and the Nature Care brands that offer for example, the Lacto-Fibre and the Berry Gen products, which promotes a healthier life the natural way."

Besides increasing its range and depth of products, the company also makes consistent efforts to balance business with social involvement as it strives to create positive value for the brand.

"At the heart of Tupperware Brands' history, success and philosophy lies our sustainable development

concept that covers not only economic but also environmental and social concerns. As an environmentally conscious company, Tupperware Brands has developed lifestyle Eco Bottles to combat the increasing use of PET bottles.

"Additionally, our Go Flex eco-friendly lunch container is the solution to Styrofoam containers. When Styrofoam and PET bottles are discarded, they have a devastating effect on the environment and health. Our products on the other hand, are reusable. The younger population are generally more educated and they want our products. We have also collaborated with local universities to further help educate our next generation and leaders about sustainability. So there are huge opportunities for us," he said.

Wong said that product imitation remained one of the main challenges for the brand, but Malaysian consumers were increasingly more cognisant on whether they were purchasing a copy or the real deal.

"I see others copying our products

as the best compliments they can give us. But Malaysian consumers are definitely more informed than before and they are more discerning and can tell the difference.

As the brand continues to chart new territories, Wong said that the company will expand its business service centres across the country and invest some USD 2 million to upgrade its systems across Asia.

"To address customer access and service we plan to expand our business service centres to over 100 business centres by end of this year, and upgrade our systems so that we can respond with speed to support our sales force. We are investing USD 2 million to upgrade your systems in Asia to intensify our training and development of our sales force so we can provide the needed education/demonstration and service to our customers," he added.

Wong said consumers should also be able to expect a steady stream of exciting and extraordinary new products in the near future.

"In fact our goal is to have at least 25% of our sales revenue from new innovative products," he added. ■



Tupperware

Brands