



# **Development and Implementation of Sustainable Strategies to Effectively Manage Corporate Operations**

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## **ABSTRACT**

Corporate operations in business are a dynamic entity with several aspects that continuously evolve and have a substantial influence on the market within a country. The company's persistent commitment to offering top-notch products and services to its clients has made it a well-known name, thanks to its corporate operations in business. In the retail sector, a corporate operation provides a wide variety of products to meet the different needs and preferences of Malaysian customers. The brand's triumph in a highly competitive market can be attributed, at least partially, to its strong focus on cost, quality, and customer pleasure. Corporate operations offer customers a simple and easily comprehensible shopping experience with its strategically situated network of stores in major cities. Due to the company's dedication to remaining updated with the newest technical breakthroughs and industry trends, customers can expect a shopping experience that is on the forefront of innovation. The corporate operations department is deeply dedicated to corporate social responsibility, as evidenced by its various initiatives aimed at supporting the local community and preserving the environment. By adopting ecologically conscious business methods, engaging in community outreach activities, and undertaking diverse charitable initiatives, the corporate operations aim to exert a significant impact in domains outside retail. As the market evolves, business operations strive to adapt and innovate in order to retain their status as the chosen choice for customers seeking enjoyable shopping experiences and premium products.

Keywords: Business, competitive market, corporate operations, Malaysia

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## **1. Introduction**

The paper presents a succinct review of the corporation in Malaysia, examining its different aspects and illustrating its influence on the market. The brand's dedication to delivering exceptional products and services is prominently displayed, highlighting its position in the retail business. The article elucidates the company's approach in the face of intense rivalry in the Malaysian consumer market. Their strategy is around ensuring customer satisfaction through the maintenance of affordable prices and superior product quality. The firm brand strives to mitigate carbon emissions, enhance community engagement, and protect the environment as part of its sustainability initiatives. Presented here are the brand's corporate social responsibility (CSR) projects that extend beyond retail to positively impact society and the environment. Employee education and training encompass a wide range of themes, including sustainability education, operational and technical training, customer service excellence, orientation and onboarding, and product knowledge training. The need of consistently striving for improvement is underlined. The energy efficiency sector encompasses several subjects such as smart building technology, renewable energy sources, sustainable retail design, energy-efficient lighting, and supply chain optimization. The primary objective of these topics is to minimize energy consumption. The discussion comprehensively covers several aspects of promoting a sustainable supply chain, encompassing supplier engagement and evaluation, sustainable sourcing, supply chain transparency, fair labor practices, and continuous development (Rahman, M.K.B.A. and Shahid, S.A.M., 2018). transit and logistics encompass the management of public transit, freight, technological advancements, water conservation strategies, and regulatory policies. The section on product design and lifespan evaluation emphasizes sustainable methods, waste minimization, extended producer responsibility, adherence to standards and certifications, and initiatives to mitigate carbon emissions. To gain further insights into the company's innovation endeavors, one can refer to its official website, news releases, research and development publications, industry journals, as well as its collaborations and partnerships. To obtain more information about the company's consumer education programs, one might review the official website, contact customer service, check their social media platforms, subscribe to newsletters, or refer to email communication.

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## **2. Sustainability Objectives**

- Environmental Responsibility

Retail enterprises and distribution hubs can reduce their energy use by employing more energy-efficient operations. Two examples of waste reduction activities include the development of recycling programs and the reduction of single-use packaging quantities (Selvaratnam, V., 1985).

- Sustainable Sourcing

Ensuring ethical sourcing of products has grown more imperative, especially with the specific focus on human rights, fair employment practices, and responsible acquisition of raw resources. One approach to promote sustainability is by expanding the accessibility of products that have received sustainability certifications, including certifications like organic or fair trade certifications, among others (Cheng, F.F. and Cheok, J., 2008).

- Reducing Carbon Footprint

To mitigate the carbon emissions associated with the supply chain, it is crucial to adopt eco-friendly transportation methods and optimize logistics.

- Community Engagement

By engaging in local community initiatives that are geographically proximate and significantly enhance the general welfare of the community. The introduction of educational programs would enhance the awareness of sustainability among the staff and consumers.

- Product Innovation

Examples of such endeavors encompass the development and advocacy of product ranges that prioritize sustainability. These activities may involve the use of recycled materials or the provision of items with a longer lifespan. Savita, K.S. and Akashah, P.E. (2011).

### 3. Educate and Train Employees

- Technical and Operational Training

In order for employees to effectively utilize any software or technology pertinent to their responsibilities, it is imperative for them to learn the requisite skills. The training provided to employees during their employment should include coverage of standard operating procedures, safety measures, and other industry-specific regulations that may be relevant (Lim, Y.M. and Cheng, B.L., 2018). Figure 1 shows the digitalization of Malaysia business.

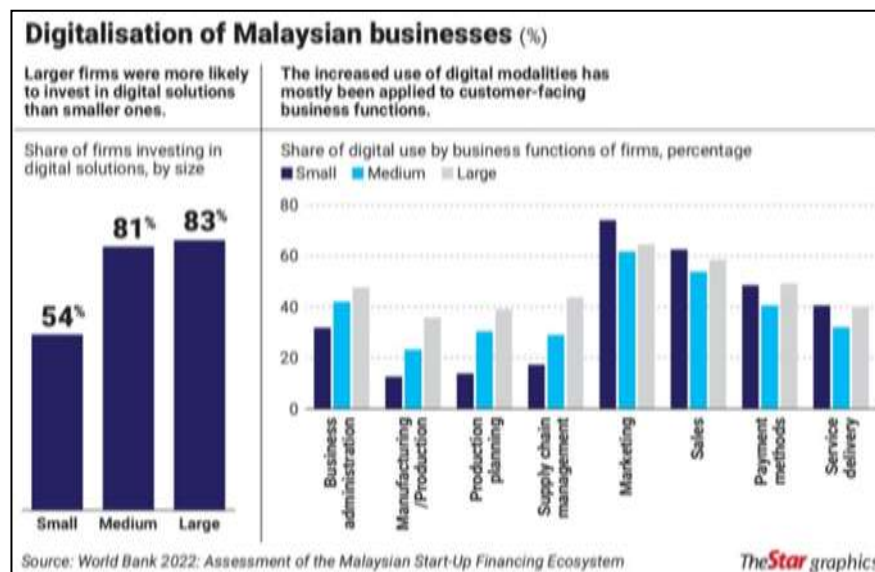


Fig. 1 – Digitalization of Malaysia business (World Bank, 2022).

- Orientation and on boarding

To familiarize newly hired individuals with the organization's culture, values, and mission, it is advisable to create a comprehensive orientation program from scratch. To effectively communicate information regarding the organization's history, structure, and fundamental policies, it would be beneficial to have both written and digital resources accessible to the general public (Khandelwal, U. and Bajpai, N., 2013).

- Product Knowledge Training

To improve employees' understanding of company's products and services, it is advisable to conduct regular training sessions. It is advisable to provide updates periodically to reflect any modifications in product offerings, promotions, and new product releases, correspondingly.

- Customer Service Excellence

It is recommended to implement training programs that focus on customer service skills and prioritize the importance of ensuring client happiness. It is crucial to provide individuals tactics that will empower them to proficiently handle difficult situations with clients (Eves, C. and Susilawati, C., 2013).

- Sustainability Education

Integrate training courses on the company's sustainability measures, aiming to enhance employees' understanding and awareness of these programs. It is crucial to provide employees with education regarding their role in reducing the organization's environmental footprint, including topics such as proper waste disposal and energy saving.

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#### 4. Energy Efficiency

- Energy-Efficient Lighting

LED lighting systems are rapidly being used in retail stores and warehouses. These systems are more energy efficient than traditional lighting and have a longer lifespan (Murugan, M.S., and Shanthi, R.M., 2014).

- Renewable Energy Sources

Renewable energy sources, such as solar or wind power, are becoming more popular as a way to offset electricity use and reduce carbon impact. This can be accomplished through investment in or acquisition of renewable energy sources (Koesrindartoto, D.P., and Syamwil, I.B., 2013).

- Smart Building Technologies

It is possible to employ smart building technologies such as energy management systems and automated controls to optimize energy consumption in accordance with current requirements.

- Sustainable Store Design

Environmentally conscious and energy-efficient design concepts, such as the design of windows and insulation, as well as the optimization of store layouts, are examples of how these concepts can be used in the construction or restoration of retail establishments (Mohamed, Z., and Shamsudin, M.N., 2012).

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#### 5. Sustainable Supply Chain

- Supplier Engagement and Evaluation:

It is critical to have tight relationships with your suppliers in order to study and monitor their social and environmental actions. It is critical to create criteria for supplier selection, with emphasis given to manufacturers who have made significant commitments to sustainability (Mahmud, W.A.W., and Salman, A., 2013).

- Sustainable Sourcing:

It is critical to obtain raw materials responsibly, taking into account factors such as ethical sourcing, fair labor standards, and environmental impact. Consider establishing relationships with vendors who sell sustainable items.

- Supply Chain Transparency:

Transparency should be increased by providing detailed information about the supplier chain. This information should cover the origin of the materials as well as the manufacturing procedures used. It is critical that you encourage your suppliers to explain their sustainability efforts (M.I., Sulieman, A., and Jojo, P.J., 2020).

- Fair Labor Practices

It is critical that you ensure that the vendors with which you engage follow fair labor standards and provide their employees with safe working conditions. Establish a collaborative connection with your suppliers to find solutions to any labor-related issues that may arise (Kim, H.K., and Lee, T.J., 2018).

- Supply Chain Optimization:

To restrict the amount of energy spent throughout the distribution process, it is critical to use energy-efficient techniques throughout the supply chain, including transportation and logistics. This allows for a reduction in the amount of energy distributed (Rahman, M.K.B.A. and Shahid, S.A.M., 2018). Fig. 2 shows the sustainable supply chain.

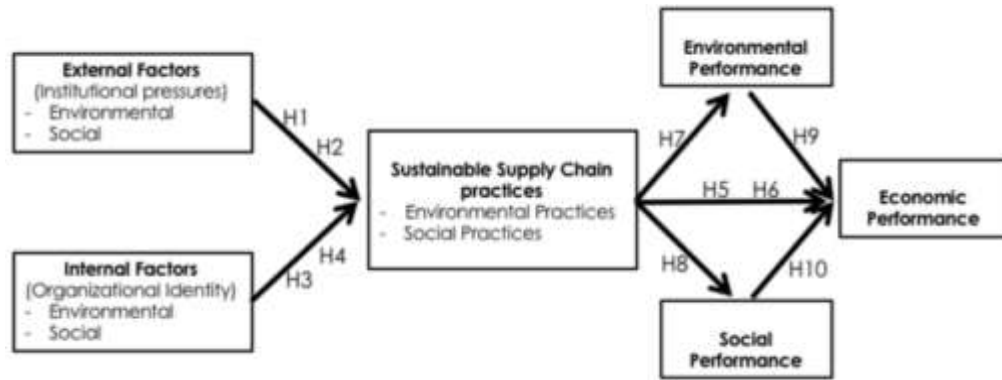


Fig. 2 – Promote Sustainable Supply Chain

- Continuous Improvement:

To achieve the goal of encouraging suppliers to adopt more environmentally friendly practices over time, it is critical to develop mechanisms for continuous improvement. The criteria used by providers to assess their sustainability should be reviewed and updated on a regular basis.

## 6. Transportation and Logistic

- Public Transportation

The Kuala Lumpur Light Rail Transit (LRT) system is an integral component of Malaysia's extensive railway network, encompassing monorails and commuter trains as well. The train network plays a crucial role in facilitating transportation in urban areas. Buses serve as a key mode of transportation inside cities and are commonly utilized for intercity travel as well. Multiple bus companies are currently providing their services in various regions of the country (Abdullah, Z. and Mahat, Z., 2011).

- Logistics and Freight

Malaysia's advantageous geographical position in Southeast Asia has led to substantial growth in the country's logistics and freight industry. Ort Klang harbor is well renowned for its bustling activity, making it exceptionally advantageous for the transportation of goods through import and export. KLIA, an acronym for Kuala Lumpur International Airport, serves as a prominent center for air cargo transactions (Harun, A. and Abd Razak, M.R., 2011).

- Regulatory Environment

In Malaysia, several governmental bodies are responsible for supervising regulations related to logistics and transportation. The Land Public Transport Commission (SPAD) used to oversee public transport, but it has undergone changes. To obtain the latest information on regulating bodies, you may want to refer to the work of Khamis, M.H. and Mohamad Jaini, S.N.N. (2021).

- Technological Advancements

Commercial organizations are increasingly adopting technology that improve production, optimize routes, and enable tracking. Two instances of this phenomenon include global positioning system (GPS) technology and the Internet of Things (IoT).

## 7. Water Conservation

- Water-Efficient Operations

Business companies can integrate water-efficient techniques and technologies into their daily operations as a regular component of their everyday activities. These can be employed in various contexts, such as offices, manufacturing facilities, and transportation services (A.A. & Awaisu, A., 2010).

- Reporting and Transparency

Businesses committed to water conservation often utilize sustainability reports to divulge their water consumption and initiatives aimed at preserving water. As a result of this transparency, stakeholders may assess the environmental impact of the company with more precision.

- Infrastructure and Facility Management

The activity of implementing and maintaining infrastructure and facilities to minimize water wastage is commonly performed. This may entail the adoption of water-saving technology, regular maintenance of water systems to fix leaks, and the development of highly efficient water systems (Padil, M.N. and Azahari, M.H., 2014).

- Public Awareness and Education

Businesses often conduct public awareness campaigns to educate their employees and the community about the importance of water conservation. This may entail establishing connections with environmental organizations, engaging in community activities, or utilizing internal communication channels inside the organization (Letchumanan, G., 2016).

## 8. Product Design and Lifecycle Assessment

- Product Design

Environmentally conscious companies often opt for renewable or recycled materials due to their minimal environmental footprint. Enhance the recyclability of products through design to minimize waste at the end of their lifecycle. Optimizing energy conservation; the ability to minimize a product's environmental footprint during its entire lifespan is achievable with the use of energy-efficient design (Gaur, S.S. and Haque, A., 2016). Fig. 3 shows the lifecycle assessment.

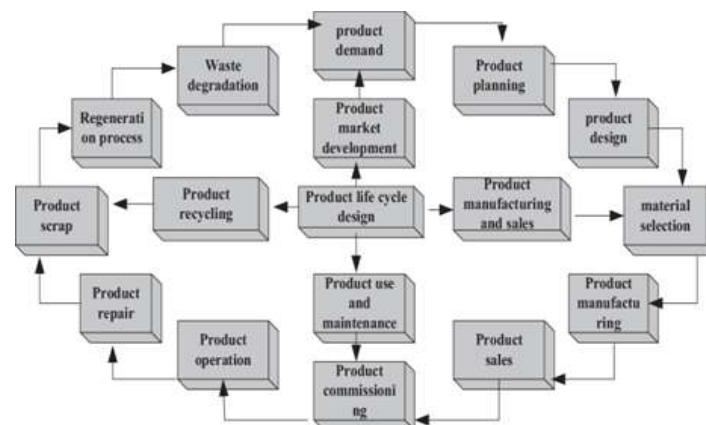


Fig. 3 – Lifecycle Assessment

- Waste Reduction

Deconstruction layout refers to the arrangement or organization of elements in a deconstructed manner. Optimizing the process of dismantling products enhances the recycling process and minimizes waste. The packaging of a product significantly affects its environmental footprint; hence it should be intentionally crafted to be environmentally friendly, simplistic, and enduring.

- Extended Producer Responsibility (EPR)

Companies have the ability to develop environmental product responsibility (EPR) programs that hold them responsible for the ecological consequences of their products from start to finish, even after they have been utilized by consumers (Selvaratnam, V., 1985).

- Certifications and Standards

Firms can exhibit their environmental consciousness by complying to environmental certifications and standards, such as ISO 14001, as a means to demonstrate their concern for the environment.

## 9. Carbon Emission Reduction

- Official Statements and Reports

Conduct a comprehensive analysis of Matro's official website, with a specific focus on sections related to corporate responsibility or sustainability. Businesses commonly generate reports that provide detailed information about their environmental initiatives, such as strategies to reduce carbon emissions (Cheng, F.F. and Cheok, J., 2008).

- Sustainability Reports

Businesses that have pledged to reduce their carbon footprint often release sustainability reports on a yearly or regular basis. Most often, these reports provide extensive details about environmental goals, achievements, and ongoing initiatives.

- Contact the Company

Feel free to contact the company using their official channels of communication without any hesitation. Businesses may be inclined to provide information about their sustainability policies, including activities aimed at reducing carbon emissions (K.S. and Akashah, P.E., 2011).

- Industry Publications

It is advisable to actively monitor press releases, news articles, and industry publications for any instances when Matro is striving to improve its environmental performance. Companies frequently employ these venues to promote significant environmental achievements.

- Partnerships and Collaborations

In order to enhance their endeavors towards achieving sustainability, businesses may opt to collaborate with non-governmental organizations (NGOs), environmental organizations, or other enterprises. An investigation should be conducted to see if the company has any such collaborations (Khandelwal, U. and Bajpai, N., 2013).

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## 10. Innovation and Research

- Official Website

It is strongly advised to prioritize areas of the website that are associated with the terms "innovation," "research," or "technology." Businesses typically prioritize showcasing their latest projects, technology, and breakthroughs on their websites (Eves, C. and Susilawati, C., 2013).

- Press Releases

Businesses frequently utilize press releases to publicly disclose their innovations, partnerships, and research findings.

- Research and Development (R&D) Reports

By actively engaging in substantial research and development projects, it is likely that there are reports or summaries accessible regarding the company's research and development efforts. This information might be obtained from many annual reports or specific research and development publications. There is a possibility that this information is accessible (Lim, Y.M. and Cheng, B.L., 2018).

- Industry Publications

Industry periodicals refer to periodicals, journals, or magazines that are specifically associated with the industry in which a company operates. It is customary for firms to publish articles or be featured in publications that endorse their research and innovation.

- Partnerships and Collaborations

Consider initiating an inquiry to ascertain whether there are any collaborative alliances between the company and other enterprises, research organizations, or universities. Signs of active involvement in research and innovation can be identified through the presence of fruitful collaborations (Murugan, M.S. and Shanthi, R.M., 2014).

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## 11. Consumer Education

- Official Website

It is advisable to regularly check the official website of the company, especially the sections labeled "Customer Support," "FAQs," or "Resources." Businesses often furnish consumers with instructional materials, product guides, and frequently asked questions (FAQs) to aid them in gaining a deeper understanding of the products and services they provide.

- Customer Support

Contact the customer care team at the company directly. The customer support professionals possess the capability to furnish clients with information regarding the openly accessible instructional materials, user guides, and other resources (Koesrindartoto, D.P. and Syamwil, I.B., 2013).

- Community Engagement

Workshops, webinars, and other events serve as means through which businesses engage with their communities to provide educational opportunities for their clients. Conduct a thorough investigation to determine if the company engages in or carries out such operations within the country (Mohamed, Z. and Shamsudin, M.N., 2012).

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## 12. Conclusion

Business activities at the corporate level are complex and ever-changing, impacting national markets to a considerable degree. Thanks to its corporate operations, the company has become well-known for its unwavering dedication to providing clients with high-quality products and services. To cater to the diverse tastes and demands of Malaysian consumers, a retail operation offers a vast selection of products. The brand's success in a cutthroat industry is due, in part, to its dedication to affordability, quality, and customer satisfaction. The company's network of stores is strategically located in key cities, allowing clients to shop in an easy-to-understand and straightforward manner. Customers may anticipate a cutting-edge purchasing experience because the company is committed to staying up-to-date with the latest technological developments and industry trends. A number of programs designed to aid

the neighborhood and protect the environment are proof that the corporate operations division is seriously committed to CSR. The corporate operations strive to make a big difference in areas other than retail by using environmentally friendly business practices, helping out local communities, and donating to various causes. In order to stay ahead of the curve and continue providing customers with the best products and most satisfying shopping experiences, businesses are always looking for new ways to improve and adapt.

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