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SOCC GROUP QUATERLY CORPORATE NEWSLETTER . ISSUE 2 . JANUARY - MARCH . Q1 2025


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ISSUE 2 . JANUARY - MARCH . Q1 2025

A Future Built on Excellence, Growth, and Innovation



As we step into a new chapter, let us take a moment to reflect on how far we have come and, more importantly, where we are headed. SOCC Group has always been built on resilience, ambition, and an unwavering commitment to excellence. Today, as we expand our reach and refine our strategies, we are shaping not just a company, but a legacy that will stand the test of time.

2024 was a transformative year, one where we surpassed industry standards, strengthened our partnerships, and embraced innovation. Our achievements were not just numbers on a report; they were milestones of dedication, teamwork, and an unyielding drive for success.

One of our proudest moments was reaching 10 million Lost Time Injury (LTI)-free man-hours, a testament to our dedication to safety and operational excellence. This isn't just a milestone; it is a reflection of our culture;

ONE THAT PRIORITIZES THE WELL-BEING OF OUR PEOPLE, ENSURING THAT EVERY MEMBER OF OUR TEAM GOES HOME SAFE, EVERY SINGLE DAY.

Our commitment to growth and expansion is stronger than ever. We have secured new long-term contracts, broadened our client base, and made significant inroads in industrial catering, event services, and offshore operations. We are not just serving meals; we are setting new industry benchmarks in quality, service, and sustainability. Our success is proof that when we stay focused, work together, and push the boundaries, we become unstoppable.

But success is never a destination, it is a journey of continuous improvement. As we look toward 2025, we must embrace change with open minds, innovate fearlessly, and take ownership of our collective future. The world is evolving, and so must we. We will enhance our digital transformation, sustainability efforts, and customer engagement, ensuring that SOCC remains at the forefront of excellence.

Let us continue to support each other, challenge ourselves, and strive for greatness. Every role in this company matters, and every effort counts. We are one team, one vision, and one future. Together, we will build a stronger, smarter, and more sustainable SOCC, one that stands tall, leads the industry, and defines the future of catering and facility management.

Let's move forward with passion, purpose, and the relentless pursuit of success. Here's to an exciting year ahead... a year of opportunity, achievement, and boundless potential.

AMIN AZNIZAN
GROUP MANAGING DIRECTOR



A Year of Transformation, Growth, and Excellence in 2024



YUS OSMAN . OPERATIONS

2024 was a defining year for SOCC Group, marked by exceptional achievements, strategic growth, and an unwavering dedication to operational excellence. Across its diversified business lines; offshore catering, industrial catering, and facility management, SOCC Group demonstrated its commitment to delivering world-class services while fostering innovation, safety, and sustainability.

We began the year with a monumental achievement: reaching 10 million Lost Time Injury (LTI)-free man-hours, a milestone that reflects the collective discipline and commitment of SOCC's workforce to uphold the highest safety standards. This accomplishment underscores SOCC's pledge to prioritize safety, not just as a compliance goal but as a cultural cornerstone across all divisions.

To reinforce its focus on workforce well-being, we launched the "Health & Unity: Mind, Body & Community" campaign under the annual Health, Safety, and Environment (HSE) program. Partnering with Malaysia's AADK (National Anti-Drugs Agency) and the Ministry of Health, the initiative included health screenings, drug awareness sessions, and preventative wellness measures, ensuring a safe and supportive environment for all employees.

SOCC celebrated key wins in its catering operations, highlighted by securing a five-year contract with Sarawak Shell Berhad. This agreement reinstated a partnership that has spanned decades and reaffirmed our position as a trusted service provider in the oil and gas sector. Additional milestones included a one-year contract extension with Petra Energy Development Sdn Bhd, a short-term collaboration with SAExploration, and a three-year contract with Petra Marine Sdn Bhd, diversifying SOCC's service portfolio and strengthening industry foothold.

Beyond offshore operations, SOCC Catering has made significant strides in industrial and event catering. In Kuching, the Central Kitchen has partnered with key clients like LONGi and SMD Semiconductor, showcasing SOCC's adaptability and focus on high-quality service. Meanwhile, the Kuala Lumpur Central Kitchen excelled in event catering,













serving esteemed clients such as LG Electronics and the Branding Association of Malaysia. The Shah Alam Central Kitchen further bolstered SOCC's reputation in VVIP catering with its exclusive showcase of Sarawak cuisine at Parliament Malaysia.

SOCC's offshore catering operations in Bintulu, particularly for Shell, catered to 350 personnel five times daily, adhering to strict HACCP and ISO food safety certifications. These accomplishments highlight SOCC's ability to manage high-stakes, large-scale projects with precision and reliability.

As part of its CSR initiatives, SOCC launched the "Bootcamp Offshore Catering Crew" program in collaboration with IKBN (National Youth Skills Institute). This program provided hands-on training in hospitality services, equipping participants with the skills required for careers in the offshore industry. By fostering local talent and creating employment opportunities, SOCC continues to support community development while addressing workforce needs.

As SOCC Group looks ahead, the focus is on expanding industrial







catering and event services, enhancing its brand awareness, and developing tailored pricing plans and corporate meal packages to cater to sectors such as logistics, manufacturing, and construction. Wellness-focused menus and festive-themed offerings are set to align with evolving client expectations. SOCC also aims to strengthen relationships with HR departments, industry associations, and local businesses to secure more corporate partnerships.

In the event catering sector, SOCC plans to amplify its presence through innovative strategies, including social media campaigns showcasing client reviews, behind-the-scenes efforts, and success stories. By collaborating with wedding venues and event planners, SOCC is set to diversify its reach and create unique catering experiences for private and corporate clients.

SOCC's vision for the future is deeply rooted in sustainability and customer satisfaction. Across all its operations, SOCC is integrating eco-conscious practices, from reducing its environmental footprint to promoting sustainable resource management. These efforts, combined with its focus on innovation, ensure that SOCC remains a reliable and forward-thinking partner in the industries it serves.

2024 was concluded with our Annual Dinner at the prestigious Pullman Miri, bringing together employees and crews from all SOCC's offices. The event celebrated the our collective achievements, fostering camaraderie and unity as the we gears up for an exciting year ahead.

With a steadfast commitment to quality, innovation, and collaboration, SOCC Group is entering 2025 with renewed focus and ambition. Whether through offshore catering, industrial operations, or high-profile events, SOCC continues to set new benchmarks, proving that excellence and growth go hand in hand. The company's journey is a testament to its resilience, adaptability, and forward-thinking vision, positioning SOCC as a leader in the industries it serves for years to come.







A LEGACY OF EXCELLENCE AND MILESTONES; SOCC GROUP CELEBRATES A DEFINING YEAR OF GROWTH, SECURING KEY CONTRACTS, ACHIEVING SAFETY MILESTONES, AND EXPANDING OPERATIONS ACROSS INDUSTRIAL AND OFFSHORE CATERING



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Startup vs Acquisition: Exploring the Options for Growth



ASYIKIN ABBAS . FINANCE

For businesses like SOCC, expanding operations often comes down to two main options: starting a new business (startup) or acquiring an existing one. Both approaches offer unique benefits and challenges, depending on organizational goals, resources, and timelines.

Acquiring an existing business provides key advantages, such as an established customer base, ongoing revenue streams, and a strong brand reputation. Acquisitions also offer access to trained employees, proven operational systems, and established supplier and client relationships, all of which can take years to develop organically. Additionally, acquisitions often bring immediate cash flow, which can be reinvested into growth opportunities to drive faster results.

Startups, however, allow for greater creative control and innovation. They provide the chance to build a company culture from the ground up, develop new products, and potentially disrupt industries. Unlike acquisitions, startups present a clean slate, free from legacy systems and practices, but they also come with higher levels of uncertainty. Startups take time to build market trust, refine operations, and achieve profitability, making them a longer-term investment in growth.

Financially, acquisitions often require higher upfront costs but come with financing options and tax benefits that help mitigate these expenses. On the other hand, startups may require more unconventional funding methods like bootstrapping or venture capital, which present their own challenges. Both paths require careful financial planning and a strategic approach to ensure sustainable growth.

FOR SOCC, WHILE ACQUISITIONS BRING UNDENIABLE ADVANTAGES, THE TIMING IS CRITICAL. AS WE FOCUS ON BUILDING A STRONG INTERNAL CULTURE ROOTED IN OUR CORE VALUES OF QUALITY, INTEGRITY, AND INNOVATION, STARTUPS ARE MORE ALIGNED WITH OUR CURRENT STRATEGIC PRIORITIES. ESTABLISHING NEW VENTURES GIVES US THE OPPORTUNITY TO SHAPE OUR CULTURE, PROCESSES, AND WORKFORCE FROM THE OUTSET, LAYING A FOUNDATION THAT REFLECTS SOCC'S VISION AND LONG-TERM ASPIRATIONS.

Acquisitions may become a natural progression in the future as SOCC scales and solidifies its market presence, but for now, startups provide the flexibility and creative freedom to build a business that embodies our unique values and ambitions. By focusing on the long-term benefits of culture-building and innovation, SOCC is taking deliberate steps to achieve Vision 2030 and beyond.

Forging a Resilient Future: Broadening Horizons and Strengthening Partnerships



HAFIZ . BUSINESS DEVELOPMENT

SOCC Group reflects on a year filled with strategic growth, strong collaborations, and exceptional service delivery, achieving remarkable milestones while laying the groundwork for an even more impactful 2025. From penetrating new markets in industrial catering to excelling in high-profile events, SOCC is leveraging its strengths to expand its footprint and solidify its reputation as a trusted partner in catering and beyond.

The year 2024 marked a significant shift in SOCC's business development journey. With a focused strategy, SOCC expanded its industrial catering services into the northern region of Malaysia, securing key clients such as Proton and Infineon, in addition to its well-established partnerships with Longi and PFA in East Malaysia. This expansion demonstrates the SOCC's ability to adapt to diverse regional needs while delivering consistent service excellence.

Collaboration between the business development team, operations, and central kitchens has been pivotal to ensuring sustainable growth. By aligning operational capabilities with strategic objectives, SOCC has created a synergy that not only supports expansion but also strengthens service reliability. This collaboration will continue to serve as the backbone for future growth.

STRATEGIC FOCUS AREAS FOR 2025

As SOCC prepares for 2025, its business development and marketing efforts will focus on two key segments: industrial catering and event catering. Both sectors will benefit from tailored strategies designed to increase brand visibility, attract high-quality leads, and foster long-term client relationships.

SOCC aims to position itself as a preferred partner for industrial clients across sectors such as manufacturing, logistics, and construction. To achieve this, the Group plans to implement innovative marketing strategies, including:

- Tiered Pricing Plans: Offering customized pricing models, such as bulk meal plans for factories, wellness-focused packages, and discounted subscriptions for long-term clients.







- Strategic Networking: Building relationships with HR departments, facility managers, and procurement officers, while actively participating in industry associations and local business expos.
- Seasonal Menus: Introducing festive-themed menus to cater to cultural and seasonal preferences, enhancing client engagement.

For the event catering segment, SOCC is redefining its approach to attract a diverse clientele, from corporate events to private celebrations. Key strategies include:

- Showcasing Excellence: Utilizing social media platforms like Instagram, LinkedIn, and Facebook to share client reviews, behind-the-scenes content, and event success stories.
- Vendor Collaborations: Partnering with wedding venues, event planners, and local influencers to reach new audiences and secure a place on preferred vendor lists.
- Customizable Offerings: Providing tailored menus, personalized consultations, and easy booking systems to create seamless experiences for clients.
- Targeted Advertising: Running localized Google and social media ads to connect with potential clients for weddings, corporate events, and holiday celebrations.

STRENGTHENING OUR INDUSTRY PRESENCE
FROM HIGH-PROFILE EVENT CATERING TO OFFSHORE EXCELLENCE, SOCC CONTINUES TO DELIVER WORLD-CLASS SERVICE WHILE EXPANDING ITS REACH AND PARTNERSHIPS

COMMITMENT TO EXCELLENCE AND INNOVATION

SOCC's success in 2024 has been fueled by its commitment to quality and adaptability. The Group's ability to meet client expectations while adhering to international safety and food standards, such as HACCP and ISO certifications, has reinforced its position as a reliable partner in both industrial and event catering. The emphasis on creating personalized client experiences, coupled with innovative marketing efforts, sets the stage for sustained growth in 2025.

With a clear vision and strategic focus, SOCC Group is poised to capitalize on emerging opportunities in the catering industry. By combining its operational expertise with innovative business development strategies, SOCC is not only expanding its client base but also enhancing its reputation for high-quality, reliable service.

As the we continues to evolve, it remains dedicated to fostering strong relationships, delivering exceptional value, and maintaining its commitment to sustainability. Whether serving large industrial operations or crafting memorable experiences at elite events, SOCC is well-positioned to lead the way in redefining excellence in the catering industry.

The future is bright for SOCC Group, and with the momentum of 2024, the team is ready to embrace the challenges and opportunities that lie ahead, setting a new benchmark for success in 2025 and beyond.







INNOVATION & SUSTAINABILITY IN CATERING;
WITH A STRONG FOCUS ON SAFETY, CUSTOMER SATISFACTION, AND SUSTAINABILITY, SOCC IS SHAPING THE FUTURE OF INDUSTRIAL AND EVENT CATERING

Group Updates

STREAMLINING EFFICIENCY



FAIZAL . SUSTAINABILITY & ASSURANCE

As we kick off 2025, the Sustainability and Assurance team is focusing on one big goal: Streamlining Efficiency with Standards by making our internal processes smoother with ISO standards. What does that mean for us? Simply put, it's about working smarter and getting things done more efficiently.

This year, we'll be fine-tuning everything, from simplifying workflows to improving communication and ensuring we're all aligned on quality and safety. By weaving ISO standards into our daily routines, we're creating a more organized, predictable environment where everyone knows what to do and how to do it. Need a vacation? With the right systems in place, you can enjoy a smooth and hassle-free break. Just remember to apply for leave through LARK!

As we move through 2025, ISO will help us build a stronger foundation, making it easier for all of us to succeed and work together. Let's make our internal systems not only more efficient but also more fun and easy to work with!

BRIDGING TEAMS WITH TECHNOLOGY



YI YANG . BUSINESS TECHNOLOGY

Implementing change is never easy, especially when it involves shifting the habits of an entire organization. As SOCC operates across multiple cities with diverse teams handling a variety of operations, the introduction of the Lark platform presented its fair share of challenges. Moving away from familiar manual processes required an adjustment period, with some employees struggling to navigate the new system. Naturally, there were hiccups along the way; questions about usability, time spent learning the interface, and the usual resistance that comes with adopting new technology. However, challenges are part of any transformation, and this one has set the stage for something much bigger.

Today, those early pains are proving to be worth it. The transition to Lark has already begun delivering incredible benefits that far outweigh the initial hurdles. With its intuitive design and centralized functionality, Lark has streamlined workflows, simplified communication, and brought greater transparency to our operations. The ability to manage tasks such as attendance, approvals, requisitions, and leave applications all in one place has not only saved time but has also reduced confusion and inefficiencies across teams.

More importantly, Lark has strengthened collaboration by creating a seamless connection between our teams, no matter where they are based. It's not just a tool; it's a platform that empowers us to work smarter, communicate better, and achieve more as a unified organization. The learning curve was real, but as we see the system in action, it's clear that Lark is shaping the future of how we work.

We're not just building a more connected and efficient SOCC – we're redefining how technology can help us grow. With Lark, every challenge is an opportunity, and the road ahead looks brighter than ever. Let's embrace this transformation and keep moving forward together!

SOCC Group Highlight

SOCC GROUP IS PROUD TO SHARE THE LATEST DEVELOPMENTS FROM THE HR DIVISION, REFLECTING ITS COMMITMENT TO OPERATIONAL EXCELLENCE, EMPLOYEE ENGAGEMENT, AND ORGANIZATIONAL GROWTH. THESE MILESTONES MARK SIGNIFICANT PROGRESS IN THE GROUP'S JOURNEY TOWARD STRENGTHENING INTERNAL PROCESSES AND FOSTERING A UNIFIED, MOTIVATED WORKFORCE.









TRAINING PROGRAMS WITH LEARNING & DEVELOPMENT

Led by Nadia from the Learning and Development team, focused training sessions have been rolled out for Catering Managers, Operations Managers, and Operations Executives. These sessions ensure employees are well-equipped to maximize the benefits of Lark and thrive in an evolving digital workspace.

HR & FINANCE ROADSHOW ACROSS SARAWAK

The HR and Finance teams embarked on an engaging roadshow, conducting hands-on training sessions in Bintulu, Miri, and Kuching. These face-to-face interactions provided employees with valuable learning opportunities while fostering connections with the regional workforce. The roadshow also included visits to key client offices, such as Petra Marine and Octadic, further strengthening client relationships and reinforcing SOCC's collaborative approach.

RECRUITMENT DRIVE FOR INTEGRATED CENTRE

In preparation for the launch of SOCC's new Integrated Centre (IC) in January 2025, the HR team conducted a highly successful recruitment drive at career fairs in Kuching, Sibu, and Sik. With a strong turnout and enthusiastic candidates, the team successfully filled all vacancies, ensuring the IC is equipped with top-tier talent to drive operations forward.

LARK GOES LIVE

The much-anticipated launch of Lark marks a transformative step in streamlining SOCC's operations. This innovative platform revolutionizes key administrative tasks, including attendance tracking, requisition forms, payment requests, claim submissions, and leave applications. Designed to enhance efficiency and user experience, Lark empowers employees to manage their daily processes with ease, driving productivity and collaboration across the organization.





ENGAGING EMPLOYEES ACROSS REGIONS; SOCC'S HR & FINANCE TEAMS TRAVELED ACROSS SARAWAK AND TO KIJAL, STRENGTHENING RELATIONSHIPS WITHIN SOCC GROUP AND CLIENTS WHILE DELIVERING VALUABLE TRAINING AND INSIGHTS

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FESTIVE CHEER WITH YEAR-END CELEBRATIONS

To close out the year on a high note, SOCC hosted gift exchange parties across its offices, bringing employees together in the festive spirit. Thoughtful gifts and joyful interactions strengthened team bonds and showcased the culture of warmth and collaboration that defines SOCC.

A NIGHT TO REMEMBER: SOCC'S FIRST ANNUAL DINNER

SOCC hosted its inaugural Annual Dinner at the prestigious Pullman Miri, bringing together employees from Miri, Bintulu, Kuching, and Kuala Lumpur. Despite the short preparation timeline, the event was a resounding success, celebrating the Group's achievements and fostering a sense of unity among its workforce. The evening was filled with camaraderie, recognition, and a shared commitment to SOCC's vision for the future.







A CULTURE OF COLLABORATION & GROWTH; EMPLOYEES FROM ACROSS SOCC GATHERED FOR A MEMORABLE EVENING AT PULLMAN MIRI, CELEBRATING ACHIEVEMENTS, CAMARADERIE, AND OUR COLLECTIVE JOURNEY FORWARD



LOOKING AHEAD, SOCC HR DIVISION IS GEARING UP FOR ANOTHER DYNAMIC YEAR. TRAINING AND ONBOARDING PROGRAMS ARE ALREADY BEING ROLLED OUT, AND AN ARRAY OF EXCITING ACTIVITIES ARE PLANNED TO FURTHER ENGAGE AND EMPOWER EMPLOYEES. THE YEAR 2025 PROMISES TO BE FILLED WITH OPPORTUNITIES FOR GROWTH, INNOVATION, AND COLLABORATION AS SOCC CONTINUES TO DELIVER EXCELLENCE ACROSS ITS OPERATIONS. STAY TUNED FOR MORE UPDATES AND MILESTONES AS SOCC TAKES BOLD STRIDES INTO THE FUTURE!

WELCOME TO SOCC



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