MARKET
Pos Laju is the leading courier company in Malaysia, with 38% Domestic Courier market share, connecting over 80% of populated areas across the country with its products and services, which include Next-Day Courier Delivery, Same-Day Courier Delivery, Time-Certain Services, Pos Laju prepaid envelopes and boxes, Pos Parcel, Warehousing, as well as Bagasi Haji & Umrah for pilgrims. It has the widest network coverage and the largest courier fleet in Malaysia.

Pos Laju’s contract and walk-in customers can enjoy the convenience to access Pos Laju’s products and services which are available at more than 1,000 Pos Malaysia touchpoints, including 686 post offices, 214 Pos Mini outlets, 68 Pos Laju outlets and 11 Pos Laju service centres, 23 Pos-on-Wheels and 4 Pos Laju Go2U, 12 Pos Laju Kiosks, as well as authorised agents across the country.

The convenience, accessibility and reliability of its services, coupled with the phenomenal growth of e-Commerce, have substantially increased the demand for everything Pos Laju has to offer. This success is once again reflected in the Financial Year 2015/16 results, where Pos Laju recorded RM475 million in earnings.

Pos Laju Contract Customers within the Government, financial, e-Commerce, retail, automotive and services sectors make up 45%. While walk-in customers make up 55% of sales.

Pos Laju is targeting a double-digit growth in annual turnover and to grow our domestic courier market share to reach more than 50% in the next 5 years.

ACHIEVEMENTS
Directly reflecting customers’ confidence and trust in its services and offerings, Pos Laju continues to be recognised and honoured with numerous prestigious awards. Pos Laju has consistently won Superbrands Malaysia since 2011, and last year, it was awarded Brand of the Year. Pos Laju has also been winning the Frost & Sullivan Malaysia Excellence Award for 8 years in a row in the Domestic Express Service Provider of the Year category until 2015, and recently secured the e-Commerce Logistics Service Provider of the Year. Pos Laju has also won the Reader’s Digest Trusted Brand Gold Award for 11 consecutive years in the Airfreight/Courier Category.

Pos Laju was the first domestic courier that introduced Pos Laju Kiosk, a convenient service outlet located at strategic and high-traffic spots such as the LRT and commuter stations as well as malls. Pos Laju is also the first to be equipped with mobile courier units called ‘Pos Laju GO2U’ that offers greater convenience, flexibility and reach to the brand’s growing customer base.

Pos Laju became the first domestic courier to introduce automated drop box machines called Pos Laju Prepaid EziDrop, available around the clock at strategic locations, ready to accept Pos Laju prepaid items of not more than 2kg. These automated machines have proven to be a convenient choice of posting for Small-Medium e-Commerce enterprises. Simultaneously, Pos Laju has also introduced parcel lockers called Pos Laju EziBox, giving more convenience for customers to pick-up their own parcels, any time at their convenience. Soon, the Pos Laju EziBox can also be an alternative address for online buyers.

HISTORY
In 1986, Pos Malaysia Berhad started offering EMS (Express Mail Service), a service offered through a network of postal administration members of the Universal Postal Union (UPU). Two years later, Pos Malaysia expanded the express and courier services to domestic destinations under the brand name Pos Laju.

Initially, Pos Laju only delivered to 5 international destinations, now it’s to over 8.5 million addresses in the country, and to over 200 countries and territories worldwide. Pos Laju has grown to become a household name and the e-Commerce courier of choice in Malaysia.

WIDEST NETWORK, TRUSTED BRAND
Your National Courier
PRODUCT

Pos Laju offers a wide range of services to suit the many different delivery needs of customers - from standard delivery to time-certain delivery options - covering the entire nation, as well as to over 200 international destinations.

The brand’s prepaid boxes and envelopes have been in high demand since they were first introduced in 2012. On average, more than half a million units are sold every month, and that volume continues to grow at an exceptional rate. Most online businesses prefer the convenience of Pos Laju’s ‘pay first, pack and post later’ packaging concept as it serves cost- and time-saving needs of its customers.

Pos Laju offers On Demand Pick-up (ODP) service, a convenient choice for customers to just call for a delivery pick-up straight from their premises, for only an additional service surcharge of RM5.00 per pick-up, regardless of the number of items. Free pick-up service is offered to contract customers.

Pos Laju is also providing marketing opportunities for companies to promote their branding and products on Pos Laju envelopes and prepaid products.

RECENT DEVELOPMENTS

Recently, Pos Laju became the first domestic courier to introduce drive-thru services known as Pos Laju EziDrive-Thru. Currently, this convenient service is available at 3 high-traffic locations - Pos Laju Bandar Baru Bangi, Pos Laju Bangi 2 and Kelana Jaya Post Office. Pos Laju is looking to grow the number of Pos Laju EziDrive-Thru to 10 by the end of the year.

Other convenient touchpoints include Pos Laju Prepaid EziDrop, a 24/7 automated dropbox machine for posting of Pos Laju prepaid items and Pos Laju EziBox, a self-service parcel lockers that primarily caters to service missed Pos Laju deliveries to customers who were not at home to receive their parcels. This service will soon be extended to online shoppers to select Pos Laju EziBox as their alternative Pos Laju shipping or delivery address. The Pos Laju EziBox is now ready and available at 10 strategic locations around Klang Valley as well as in Johor Bahru and Chukai, Terengganu. These initiatives allow us to immediately increase our customer touchpoints and better yet, offer more convenient channels that fit today’s busy lifestyle by providing more choices and flexibility for our customers to send or collect packages whenever they want, at strategic locations.

PROMOTION

Pos Malaysia engages its customers mainly through social media, hence customers may find out on latest campaigns, offers and relevant information on Pos Laju and other Pos Malaysia’s products and services by following Pos Malaysia social media networks. Pos Laju has also been connecting with customers through TV, the heaviest is during the muslim fasting month of Ramadan. Pos Laju campaigns can also be heard on local radio stations (i.e. Hot.fm, Era.fm, Mix.fm).

Since most SMEs and e-Commerce players find Pos Laju products and services as an enabler for their business, Pos Laju connects with them by setting up promotional booths at special events and exhibitions, such as the Putrajaya Hot Air Balloon Festival, TMBizfest, SMIDEX showcase and more.

BRAND VALUES

• Pos Laju is “Your National Courier”
• Pos Laju offers timely and safe delivery of items, and availability of accurate and real-time tracking information to customers.
• To be the trusted courier service provider.
• To continuously monitor and seek opportunity to improve service level by improving the service and leveraging on new technology and innovation.
• The new logo signifies the commitment of Pos Laju brand under Pos Malaysia to build and deliver the network of choice.

www.poslaju.com.my

THINGS YOU DIDN’T KNOW ABOUT POS LAJU

• Pos Laju is bringing greater convenience and touchpoints to customers through the introduction of Pos Laju EziDrive-Thru; self-service pick-up and drop-off terminals (i.e. Pos Laju EziBox & Pos Laju Prepaid EziDrop) at strategic locations nationwide.