



THE LEADING FROZEN HALAL FOOD DISTRIBUTOR



In the bustling landscape of Malaysia's business district, SK 76 Marketing Sdn Bhd has emerged as a trailblazer, recognized as the country's Leading Halal Certified Distribution Center. What began as a modest home-based office in the Kuchai Lama business district has flourished into a thriving hub for exclusive halal food supply within the local community. This success story is underpinned by SK 76's unwavering commitment to halal compliance and a strategic approach to meeting the evolving needs of its clientele.



During the challenging period of the Movement Control Order (MCO), SK 76 Marketing displayed resilience and adaptability by aggressively expanding its product variants to meet the surging demand for frozen food. This strategic move not only ensured the company's survival during the pandemic but also positioned it as a key player in addressing the essential needs of consumers.

REVOLUTIONIZING HALAL DISTRIBUTION WITH UNWAVERING COMMITMENT

The dedication and passion of the SK 76 team were further validated through the establishment of crucial business partnerships with industry giants such as KK Mart, Mr. Dollar, and NZ Frozen Industries Sdn. Bhd., situated in Johor Bahru. These collaborations attest to SK 76 Marketing's prowess in navigating the complexities of the market and its ability to forge alliances that contribute to the company's growth and influence.



Recognizing the importance of infrastructure and accessibility in managing the rising volume and order frequency, SK 76 Marketing strategically relocated to Kuchai Damai. This move not only facilitated smoother operations but also demonstrated the company's commitment to efficiency and growth. The new location served as the groundwork for the establishment of SK 76's frozen grocer, marking the company's foray into operating both wholesale and distribution.



OUR CORE VALUES

One of the noteworthy initiatives that underscore SK 76 Marketing's commitment to innovation is the Halal Dim Sum project initiated in 2021. Specifically targeting Malaysia's dominant ethnic group, this venture strategically selected variant Stock Keeping Units (SKUs) designed to cater to the unique palate preferences of the target market. The company's commitment to halal compliance is paramount. Understanding the profound impact that it has on the Muslim community, SK 76 Marketing goes above and beyond to ensure that all products and services, from sourcing to delivery, adhere to halal standards. This dedication is not just a business strategy but a testament to SK 76 Marketing's responsibility to provide the Muslim community with reliable and certified halal products.



The company's commitment to halal compliance is paramount. Understanding the profound impact that it has on the Muslim community, SK 76 Marketing goes above and beyond to ensure that all products and services, from sourcing to delivery, adhere to halal standards. This dedication is not just a business strategy but a testament to SK 76 Marketing's responsibility to provide the Muslim community with reliable and certified halal products.

The mission is clear – to provide customers with high-quality, cost-effective, and accessible halal products. This vision and mission underscore the company's commitment to being at the forefront of halal distribution, integrating advanced technology and innovative solutions into its operations.



Furthermore, SK 76 Marketing provides cold storage warehousing solutions, equipped with advanced temperature control systems.

This ensures the optimal storage conditions for a variety of perishable products, including food and pharmaceuticals. The company's commitment to quality extends to reliable and efficient refrigerated transportation services, ensuring that temperature sensitive goods are handled with precision and delivered safely and on time.



In conclusion, SK 76 Marketing Sdn Bhd's journey from a home-based office to Malaysia's Leading Halal Certified Distribution Center exemplifies a commitment to excellence, innovation, and meeting the diverse needs of its customers. Through strategic partnerships, continuous product enhancements, and a dedication to halal compliance, the company has positioned itself as a key player in the halal distribution sector, contributing significantly to the growth and development of Malaysia's business landscape.