

## President's Message



Dear all members,

We have said goodbye to 2012 and we have greeted the year of 2013. Last year has been a great year for PCAM. There were many things happening in that year. We have made numbers of achievements. Locally, PCAM has been very active to serve the industry businesses – stronger services, a lot more training, regular communication with the industry regulatory bodies and so forth, reduce gap between regional, and pest control and fumigation supporting activities, and internationally we have participated actively in FAOMA 2012 (Adelaide, Australia) and our glamorous and most important event PEST SUMMIT 2012 (Borocay, Philippines).

There was a wise says that whether we want or not, the New Year will bring new challenges and opportunities, and it depends on how we look at them. As an organization that looking after the welfare of the industry readiness for a new year, we are also prepare to embrace a lots of gratitude and opportunities. We have more than enough talent and ingenuity in this organization due to the support from all members; and I am fully confident in that. In the next year that is 2014, we are going to host PEST SUMMIT 2014, coincides with our PCAM 20<sup>th</sup> Anniversary celebration and VISIT MALAYSIA YEAR 2014 and the in following year 2015, we are going to host for the first time FAOMA 2015. This will be a historical event for PCAM and the country as the decision to move FAOPMA Convention to a bi-annual event alternating with "Pest Summit" will now see **Malaysia hosting Pest Summit 2014 in Kuala Lumpur and then also hosting FAOPMA 2015 in Kuching, Sarawak.** This is a fantastic effort by PCAM and the industry in Malaysia, and will be a significant step forward for both FAOPMA and Pest Summit that should see both organizations and events strengthen and grow in the future. We can appreciate the hard work bearing fruits and that PCAM and the Industry will gain international recognition. This is good for the PCO's in Malaysia as a whole and the Asia region can be assured of an International pest management event annually.

The PCAM is currently in discussions with the various governments agencies and departments on the issues relating to CHRA, PCO rules enforcement, Soil Treatment standards (SIRIM), Fumigation Standards and exploring the possible employment of foreign qualified PCO technicians to alleviate the acute labour situation confronting the industry. It may be a long journey to see the "fruits of the labour" but the process has begun. My friends, every one of us contributes something to the industry and obviously to the nation and the world. Sometime we could not even imagine how important it was. I'd like to give a metaphor from an inspiring story about a man and a boy. One beautiful day, at a beach, a man was looking at a boy who was busy collecting star fish and throwing them back to the sea. Curiously the man asked the boy what he was doing. The boy explained that the star fish could die if it did not returns to the sea. The man explained, "There are thousands of star fish along the beach and you could not save all of them. What difference is throwing a few back going to make anyway?" Quietly the boy picks another one and throw. "Yes you are right about that, but I just make a lot difference to that one." Therefore, my friends, contribution is not bemeasured by numbers and weight, but what more is in its meaning.

So, these things said, let us move forward. I pledge to all members, let us glue with each other to holds the different part of the organization together behind the promise in determining the right positioning and stay focus sailing on the right direction for the benefits of everyone of us, the industry, the stakeholders and the country. If everyone of us make even a little contribution, as a whole group it shall be so huge that we could not even imagine. Together we can make great achievements. I would like to record my appreciation and thanks to the Executive Committee members who have worked hard and sacrificially for the benefit of the industry.

Last, but not least, I wish you all the best in every endeavors for years to come.

I would like also to take this opportunity to wish A HAPPY CHINESE NEW YEAR.

Thank You.

President, PCAM (2011-13)

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# Editor's Note

Dear members,

Obviously 2012 has sailed away, yet it leaved us with mesmerizing vivid memories about events that were really happening and extraordinary. Now it is 2013! More promising year and full with opportunities. Let us continue to strive at our best and be innovative to be excellent in this challenging economic climate. We could encourage wild ideas and experimenting within calculated risk, connecting ideas across industries and pack all the best of innovation into one ship – PCAM. We should be excited to be a member of PCAM that consists of excellent people who were willing to share and combine ideas, energy, excitement and novelty to lead extraordinary outcomes. The team has managed to connect people and ideas with human touch by virtue of expertise and creativity. Nonetheless it shall not stop here as more opportunities have been paved in the years to come.



Training of APAL/PAL has been conducted as planned in which depicted in page [6 & 7]. In addition, PCAM EXCO has carried a brief road show reaching to EAST Malaysia to bridge the gap between the regulatory bodies and member and non-member fumigators. Members can view some of these memorable activities in page [8 & 9]. In addition PCAM have collaborated with respective regulatory bodies, SIRIM and Malaysian standard to prepare guideline that will leverage the practice of fumigation. A draft of the guideline of best fumigation practice has been posted in the website for members' perusal.

The EXCO also has managed to update PCAM memorandum of articles articulating and enforced the proposed amendments that have long been discussed and agreed with. We are more than happy to invite member to get a copy from PCAM office.

In the international event, we have participated in PEST SUMMIT 2012. The turnout from Malaysian delegates representing PCAM was something that can be proud of. The event was extraordinary that would be remembered by participant for many years to come. There were some questions instituted during the event that we think best shared in this media as dictates in page [13 - 16].

PCAM EXCOs were also attended FOAPMA 2012 in Adelaide Australia, in which the activities are explained in page [4 & 5].

Last but not least, with the resent less effort from VP-membership has managed to update the membership as presented in page [10].

We wish you belated happy New Year and a happy Chinese New Year.

Thank you.

VP Communication, 2011 – 2013

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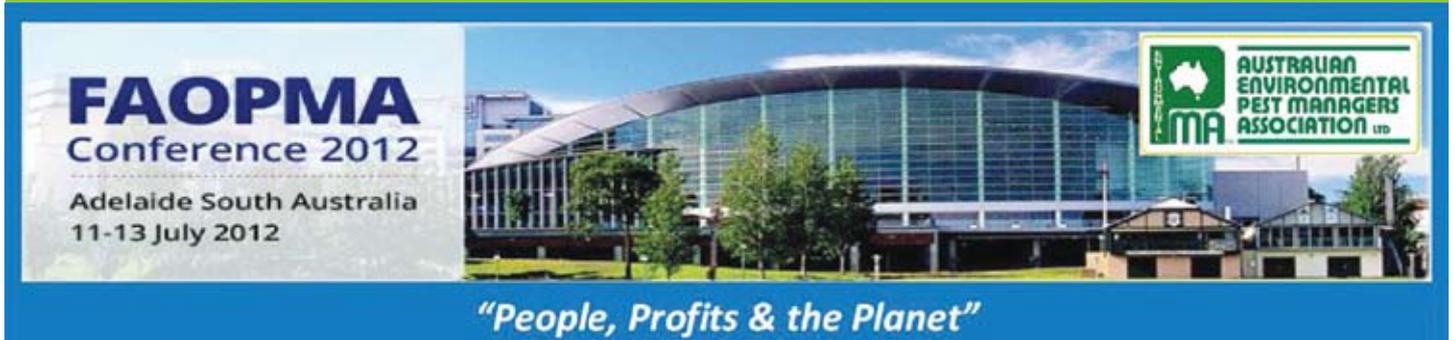
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## News Report on the 24th Annual FAOPMA Conference in Adelaide, South Australia.

The PCAM delegation consisting of 22 participants arrived in Adelaide and was greeted with a chilly Welcome to the 24th Annual FAOPMA Conference in Adelaide – Perfect for FAOPMA Conference July 11-13, 2012 - People, Profits and the Planet. It was a cold and rainy week in the beautiful city of Adelaide but as the local organisers reported it was extremely warm with the friendship and fellowship of the Pest Management fraternity, not only from Australia but from the larger Oceanic region including Korea, Taiwan, Philippines, Malaysia, India and a range of nations. Our Asian region is without question an incredibly exciting place for the future of the Pest Management Industry.



The FAOPMA Delegates had the opportunity to attend not only a World class conference at the Adelaide Convention Centre framed the experience with its beautiful outlook over the Derwent River and local parklands but networked with other professional pest managers. The facilities were first class and the material presented very informative for this variant crowd.

July 10, 2012 - at the FAOPMA 2012 Annual General Meeting (AGM), PCAM was represented by Raymond Lee, Honorary Secretary (2011-13) and Faizal Bin Mohd Yusof (Executive Committee Member). In the bidding for hosting the FAOPMA 26th Conference, a brief Introduction & Promotion Presentation for FAOPMA Convention 2015 by PCAM. The FAOPMA Executive Committee selected Malaysia as the host to be held in Kuching, Sarawak.

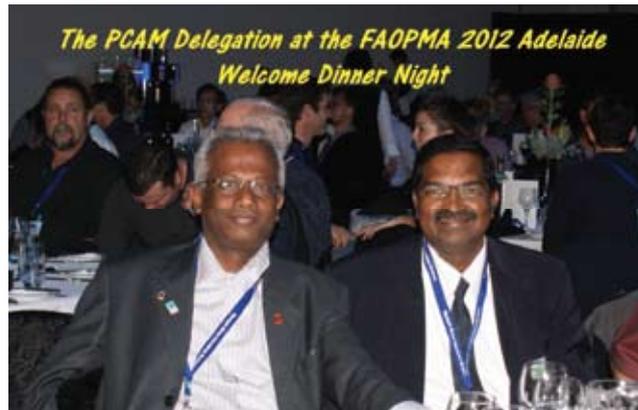


The Australian Environmental Managers Association Ltd (AEPMA) in conjunction with the Federation of Asian and Oceania Pest Managers Associations (FAOPMA) proudly organized the Conference. The FAOPMA 2012 conference is a subtle change in the direction of our industry toward understanding a "sustainable future".



## FAOPMA Conference Adelaide July 2012 People, Profits and the Planet - 07 August 2012

practice and traditional training are used in Australia. "Profit" is covered by informative presentations on new products, methodologies and markets that will enable Pest Managers to be ahead of the competition with the latest infield advancement. And finally "The Planet". Specialist key note presentations will be made to encourage us to work together as a global industry to deliver acceptable and sustainable solutions for our industry now and in the future on the most important specific topic facing Pest Management.



Bayer as the Silver sponsor played a major role in delivering a vast array of informative material to the mixed crowd. This started with the opening ceremony and a very enlightening address by the General Manager of Bayer Environmental Science, Dave Ross, who welcomed everyone to enjoy the Cocktail Hour in the sponsor's Trade Show area. The early sessions were extremely informative and everyone came out with an enthusiasm to get around the various exhibition booths and find out what was on offer.



Lunch saw a rush of delegates into the Exhibition Hall all vying for the tasty delights on offer and trying to get around the large number of Trade Displays to check out the latest pest management technology and various equipments the suppliers had on offer. International and overseas delegates were extremely interested in this technology so the overall benefits of this exhibition can be felt across the conference. This was a great opportunity to catch up on old friends and to make new ones in the meal queue. The conversation flowed and everyone was soon ushered back to the presentation rooms ready for an action packed afternoon session.

The next day saw the delegates engaging in another action packed day of extremely informative sessions. After a rapid afternoon session we were all running to get changed for FAOPMA conference dinner. The highlight was the announcement of the Pest Manager of the Year for 2012. A great night was had by all and the Dinner ended with an amazing Video presentation of the 25th FAOPMA to be hosted in Korea in 2013 under the theme of **'Beyond PESTech. (Pest Technology)'- Comprehensive IPMtechnology on Combating Climate Change**. The official handing over by David Gay (AEPMA) of the FAOPMA conference responsibility to President Park, Korea Pest Control Association(KPCA) marks the highlight of the Dinner



The final day of the conference was once again an action packed session and we were treated to excellent presentations by the various speakers. An exciting program of afterhour's events was planned to catch up with old friends or be entertained with new acquaintances and business opportunities. For the first time at this year's FAOPMA Conference, the organizers hosted a Top 100 Dinner on Friday 13th July to recognise leaders in the pest management industry.

In conclusion, it was an amazing Conference and all I can say is 25th FAOPMA in Korea in 2013 should not be missed.

Reported by Raymond Lee  
Honorary Secretary (2011-13)

Reference Source for the FAOPMA 2012 report: <http://www.bayercropscience.com.au/es/news/default.asp?articleid=598>

# PESTICIDE APPLICATOR LICENCE CORNER PAL ON OCTOBER AT PENANG



Edward Gana  
D-ZACH

2013 is around the corner, waiting to welcome us into another year which is going to be very interesting. While the whole country is eagerly waiting to see the outcome of the 13th GE, we are given the task to ensure all the people and properties are protected from the deadly and destructive pests. Our role is considered even bigger than the roles of our politicians and ministers. They can't be calling the police or the army when they are faced with an army of rats or when termites are eating away their houses. They have to call us. We got the licence to kill.

We are needed in every house, office, clinic, hospital, business place and you name it, it's everywhere. We are the professionals in this field and we got to live up to it. With that I like to wish all my friends in the pest control industry, suppliers, customers and everyone who is reading this "A WONDERFUL NEW YEAR". Enjoy what you do, BE HAPPY and make others HAPPY. Thanks

# PESTICIDE APPLICATOR LICENCE CORNER PAL ON OCTOBER AT KUALA LUMPUR



## Fumigation Corner Fumigation Forum at Penang



## Forum On Good Fumigation Practices with DAFF & DOA



## Fumigation Corner Fumigation Forum at Kuantan, Pahang



## Fumigation Training on May 2012



# Message from VP-Membership

27 November 2012



## Greetings from PCAM

We are soon closing in for year 2012 and certainly times flies without us noticing it. I am sure 2012 has brought you good success, wonderful experiences and memorable events for some.

I would like to take this opportunity to share with you our member counts and after the review of the membership list, we presently have 165 Honorary, Associate and Active member . The following tables below are data taken as at 27 November 2012.

A summary of the total number of memberships :

Members	Update on 27 December 2012
Honorary	2
Associate	149
Active	14
TOTAL	165

I would also like to extend a warm welcome to our new joiners and rejoined members to The Pest Control Association of Malaysia in 2012.

NO	CAMPANY NAME	CATEGORY	REMARKS
1	City Pest Control & Fumigators (M) S/B	ACTIVE	Rejoined
2	Protech Pest Management & Services (M) S/B	ACTIVE	Rejoined
3	NPC Pest Control Services Sdn Bhd	ACTIVE	Rejoined in Oct 2012
4	AMACT Sdn Bhd	ACTIVE	New
5	Skill Termite Exterminator Sdn Bhd	ACTIVE	New
6	Eco Pest Sdn Bhd	ACTIVE	New
7	X Way Sdn Bhd	ACTIVE	New
8	Ensystem (M) Sdn Bhd	ACTIVE	New
9	NBZ Pest Control & Cleaning Services	ACTIVE	New

MEMBERSHIP BY STATES	STATUS	2012 TOTAL NO. OF MEMBERS
BRUNEI	ACTIVE	0
JOHOR	ACTIVE	10
KEDAH	ACTIVE	4
KUALA LUMPUR	ACTIVE	29
	ASSOCIATE	6
LABUAN	ACTIVE	2
MALACCA	ACTIVE	4
NEGERI SEMBILAN	ACTIVE	5
PAHANG	ACTIVE	2
PENANG	ACTIVE	12
	ASSOCIATE	1
PERAK	ACTIVE	3
PERLIS	ACTIVE	2
SABAH	ACTIVE	8
SARAWAK	ACTIVE	9
SELANGOR	ACTIVE	58
	ASSOCIATE	7
SINGAPORE	ACTIVE	1
	ACTIVE	149
	ASSOCIATE	14
		<b>163</b>

As a member of PCAM, we have the privilege of using PCAM's logo on our printed material or websites but we also realised that there are PCOs who are non members and are using PCAM logo too.

We would appreciate if any of our members have any knowledge PCOs who is not a PCAM member but leveraging on PCAM logo whether on any printed material and website or advertisement, please notify us immediately for actions to be taken.

On behalf of PCAM, I would like to say "Thank you" to all Active, Associate, Honorary members for your continuous support. We will continue to focus on the recruitment and retention memberships and building a strong base towards the success of the Pest Control Association of Malaysia.

Here wishing you the Best always.

Carol Lam  
Vice President, membership



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4 Feb 2013

Dear Members, Associates & Friends

Wishing you a Happy & Prosperous Chinese New Year 2013!

The beginning of a new year is an exciting time. It gives us a chance to reflect on the past year and decide if we should continue on the same path or make a change.

I hope you and your family enjoy the holiday season and may the New Year bring you good health, happiness and prosperity.

**Carol Lam**  
Vice President, Membership



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We would like to express our gratitude and thankful to SYARIKAT PERNIAGAAN MS (M) S/B for contributing a desktop computer to the PCAM. The donations really help PCAM secretariat to perform their work more efficiently. We strongly welcome contributions from any party to help advance the PCAM program. Thank you.

# PEST SUMMIT AT BORACAY ON OCTOBER 2012



# An Overview: "2012 and beyond - Is the Future looking Good?" - A case study of Malaysia Pest Management Industry

## **An Overview: "2012 and beyond – Is the Future looking Good? – A case study of Malaysia Pest Management Industry.**

*By Raymond Lee, Honorary Secretary PCAM Pest Summit 2012 Borocay Island, Philippines. Date: 25-26th October, 2012 This paper is written in response to the President' Forum – Session V : Business/Management*

### **Introduction**

This paper concentrates on determinants of service quality, which can become an increasing differentiator between competing businesses (Parasuraman, Zeithaml & Berry, 1988) and in the pest control industry; it is often the only core differentiator.

In Malaysia, the trend is changing where an increasing number of homeowners are turning to professional pest control to solve their household pest problems. They realize that pests are no longer merely a nuisance. The industry is by no means considered small in Malaysia. It is estimated that the industry has provided employment for over 15,000 people in about 450 pest management companies.

### **1.0.0 Demand for Pest Control Services**

Against the backdrop of increased consumer environmental awareness seeking safe treatment of pesticides for pest problems, the increasing population growth coupled with the changing demographics experienced and the trend in urban migration to seek employment opportunities has contributed to the demand for pest control services. It is also recognized that economic growth has resulted in a higher gross monthly household income and a better standard of living in Malaysia.

The growth of the service industry in pest management can be traced to the development of society and the socio-culture changes that have accompanied it. With the urbanization of the Klang valley, liberalization of services by the government and the development of internet technology, pest control services will be faced with significant challenges in the area of customer service and service delivery, both nationally and internationally. The change in demographics coupled with high customer expectations is making organizations rethink of their customer service strategies.

In an era where service has become a defining factor for customers, organizations of all types struggle to find the unique balance between efficient delivery of a service, the cost of the delivery and meeting customer expectations.

### **1.1.0 Malaysian urban pest management outlook.**

Observations suggest that the market services for pest control are highly fragmented, with a large number of manufacturers and pest control service providers active in the sector. There seems to be a need to explore opportunities for a greater amalgamation of products and services and identify key factors that drive the market for the pest control services.

However, the adoption of quality standards such as ISO 9000:2000 and Food Safety Standards, Goods Manufacturing Practices (GMP) and other international certified requirements such as Hazard Analysis and Critical Control Point (HACCP) demonstrate the rapid growth in the pest management service sectors. Assured service quality is becoming the touchstone of competitive strategy. This has been observed by Duggal and Siddiqi (2008) who note that the competitive advantage rests with organizations that follow standards successfully through a documented quality system and provide customer value through the most efficient use of technology and people.

Several studies have been conducted between 1983 and 2001 among homeowners and the pest management industry in Malaysia but these surveys relate mainly to the status of household pests and insecticide usage. The most common pests that we encounter here in the country are cockroaches, ants, rodents and termites. Mosquitoes are also pests that we are familiar with, being in a tropical country.

### **1.2.0 Government Regulations, Industry Potential and Importance**

In recent years, the Malaysian government has focused on improving regulatory practices with the implementation of the Pest Control Rules (2004) under the purview of the Pesticide Act 1974 coming into force. As such the industry faces greater challenges and operates in an increasingly regulated environment influenced by a number of factors – consumer awareness, public expectations, and the global regulatory environment, evolving sciences and advancement in pest management technology. Such regulatory control by the government re-enforces the need to provide safe pest control services as well as strengthen health and environment protection to lower risks stemming from the public's growing recognition for health and safety.

As business becomes more globalized, it is noted that increased connectivity through the internet, interdependence and integration in the economic, social, technological, cultural, political and ecological spheres have created special challenges

# An Overview: "2012 and beyond - Is the Future looking Good?" - A case study of Malaysia Pest Management Industry

for the pest management service industry in meeting customer needs while remaining economically competitive.

The legislated framework for improving the supervision and regulation of the industry resulted in transparency of industry practices, pest treatment standards and protection of the consumers. This development has created a change in attitude of the pest management companies towards problems of unfair trade practices and inefficient operations plaguing the industry.

Consumers will seek out pest management companies who can provide quality service and professional in their approach to ensure high standards of services expected in the competitive environment.

### 1.3.0 Demand for Pest control services in Malaysia

Against the backdrop of increased consumer environmental awareness seeking safe treatment of pesticides for pest problems, the increasing population growth coupled with the changing demographics experienced and the trend in urban migration to seek employment opportunities has contributed for the demand for pest control services. It is also recognized that with the economic growth experienced resulting in higher gross monthly household income and resulting in the standard of living in Malaysia has increased - the demand for pest services is projected to grow. Recognizing the economic growth potential and the anticipated economic recovery in Malaysia, the pest management industry is projected to increase for a number of reasons which will be discussed below. The growth potential and industry challenges are confined the areas of service quality and customer retention.

### 2.0.0 Drivers for the Industry growth - Is the Future looking Good?

The rapid increase in the number of pest control operators has created excess capacity, which has given rise to an unhealthy trend in the industry and the financial sustainability of the pest control operators is at risk due to the volatile competition which results in price cutting measure for survival. Against the background of intense competition and given the rapid growth in the pest management service industry, the key to sustainable competitive advantage lies in the need to consider the service quality to enhance customer retention by delivering high quality services that will in turn result in satisfied customers.

To address the question - Is the Future looking Good?, the prospects and growth can be driven by two current trends in the area of marketing services for the pest control industry and the rapidly transforming

Information Communication Technology (ICT) environment.

First, with the proliferation of the Internet technology and as a consequence, due to the impacts of globalization and mass customization of services, there is an increased focus on ICT to provide applications and infrastructure in support of customer relationships.

Second, the growing importance of market orientation in the services area and relationship marketing in particular, as an effective organizational business strategy seems relevant for the pest management industry for customer retention. There is a great need for marketing practitioners to use ICT technology when conducting business to capture and use customer information in order to better meet customer demands and expectations which can lead towards customer loyalty and retention. Consumers are also becoming more value conscious and sensitive to price, less loyal and intolerant to low service levels, increasingly have less time and more technology savvy. The Malaysian marketplace is characterized by more intense competition, greater fragmentation, and increasing difficulty to differentiate.

According to Fryatt (2006), future changes in customer service in the pest management industry will be driven by changing consumer attitudes, perceptions and expectations, which has been suggested as dimensions of service quality. There is need to investigate and understand the service delivery problems from the pest service company's perspective to enable an understanding of the service quality to be delivered. The industry is considered labor intensive and the shortage of labour adds greater pressure to the industry to provide excellent service quality and the constant change results in service inconsistency.

Currently, the Malaysian pest management service industry is characterized by intense competition especially when the industry is faced with new entrants that offered cheaper pest control services. Another form of competition takes the form of substitutes or alternatives available. However, the approach towards more efficient methods of applying existing chemical pesticides is needed and the development of alternative techniques likes biological control. Ideally and increasingly, the combination of all available methods into effective Integrated Pest Management Programs may hold the key to the industry future.

The pest management industry seems to face major challenges and problems despite the very bright potential outlook are compounded further with the emergence of ICT technology. It is due to the rapid

# An Overview: "2012 and beyond - Is the Future looking Good?" - A case study of Malaysia Pest Management Industry

advance of technological improvements and globalization that has to some extent created a "new level ground" for business competition.

Similarly, with the convergence of technology and marketing knowledge, the business sector is provided with another tool to encounter the competition. Increasingly, the industry is dealing with informed consumers with internet access for information and faced with the pressure of changes in consumer attitudes, perceptions and expectation. This makes customer service in the future more challenging and consumers are expecting high quality services to be consistently delivered in the most professional and safe manner.

### 3.0 Summary: So what is the latest industry challenge?

The introduction of Customer Relationship Management (CRM) technology component as the enabler and optimizer of improved business processes. It revolves around how best to integrate CRM into a company's operations and technology systems and to link this to provide efficient services and achieving customer satisfaction with the use of the CRM.

Current literature on CRM found that it is generally confined to individual descriptions and definitions. But most of the CRM definitions converge on two things in common – relationship and information technology.

Against this background, it will be appropriate to conceptualized CRM as follows:

*"CRM is the information technology face of the business process that aims to establish enduring mutually beneficial relationships with customers in order to drive customer retention, value and profitability up."*

*(Agrawal, 2009, p151)*

Such concept of CRM according to Agrawal (2009), underlines the role of ICT in providing the information on customers such as their shopping behavior, purchasing patterns and usage habits of the company's services or products. This will enable the company to determine the customer value. Therefore in order to leverage the relationship, organizations must ensure the integration of all the CRM components that are intended to facilitate better relationships.

Academic literature and research indicates that CRM factors can help identify what are the service quality determinants and key drivers, which leads to customer retention. The outcome of this study

provides new directions for the pest management industry. In the delivery of pest management services, the high service quality dimensions as conceptualized in these findings have significant influence on customer satisfaction.

The implementation of CRM as a strategy to enable the Malaysian Pest Management organizations to focus on which service quality components may strongly influence customer satisfaction. The concept of CRM and the linkages of the service quality components provide a practical and realistic approach to identify the areas of weakness in the organization that needs to improve and focus on such drivers can help the organization save costs. Ultimately, this will be mirrored in the profitability of the business and help the organization to establish key processes that constitutes a quality management system for the pest services.

The Internet **Technology** with increased global connectivity, integration and interdependence in the areas of economics, social, technological, cultural and political have also created special challenges for the pest management service industry: meeting customer needs while remaining economically competitive. While automated **processes** can make an impact, pest management service industry is still labor-intensive, and there can be no substitute for high-quality personal interaction between service employees and customers.

The competitive advantage rests with those organizations that can successfully follow service quality standards through a documented quality system (customer information) and provide customer value through the most efficient use of technology and people. Service quality standards ensure desirable characteristics of services in pest management are provided to customers such as quality, environmental friendliness pesticides, safety, efficiency and effective treatments and at an economical cost.

This paper concludes that CRM as a strategy involving the **process** of service delivery, **people** involved in the service quality, **customer information** in the organization and application of **information technology**. Service Quality must be implemented systematically and strategically throughout the pest control organization- from the top down in all processes administrative, technical, sales, marketing and delivery. The specific advantages of the Internet as a transaction and communication channel present new opportunities for pest management businesses to create a longterm relationship with their customers.

**OVERVIEW – A full copy of this paper can be downloaded from the PCAM website. ([www.pcam.com.my](http://www.pcam.com.my))**

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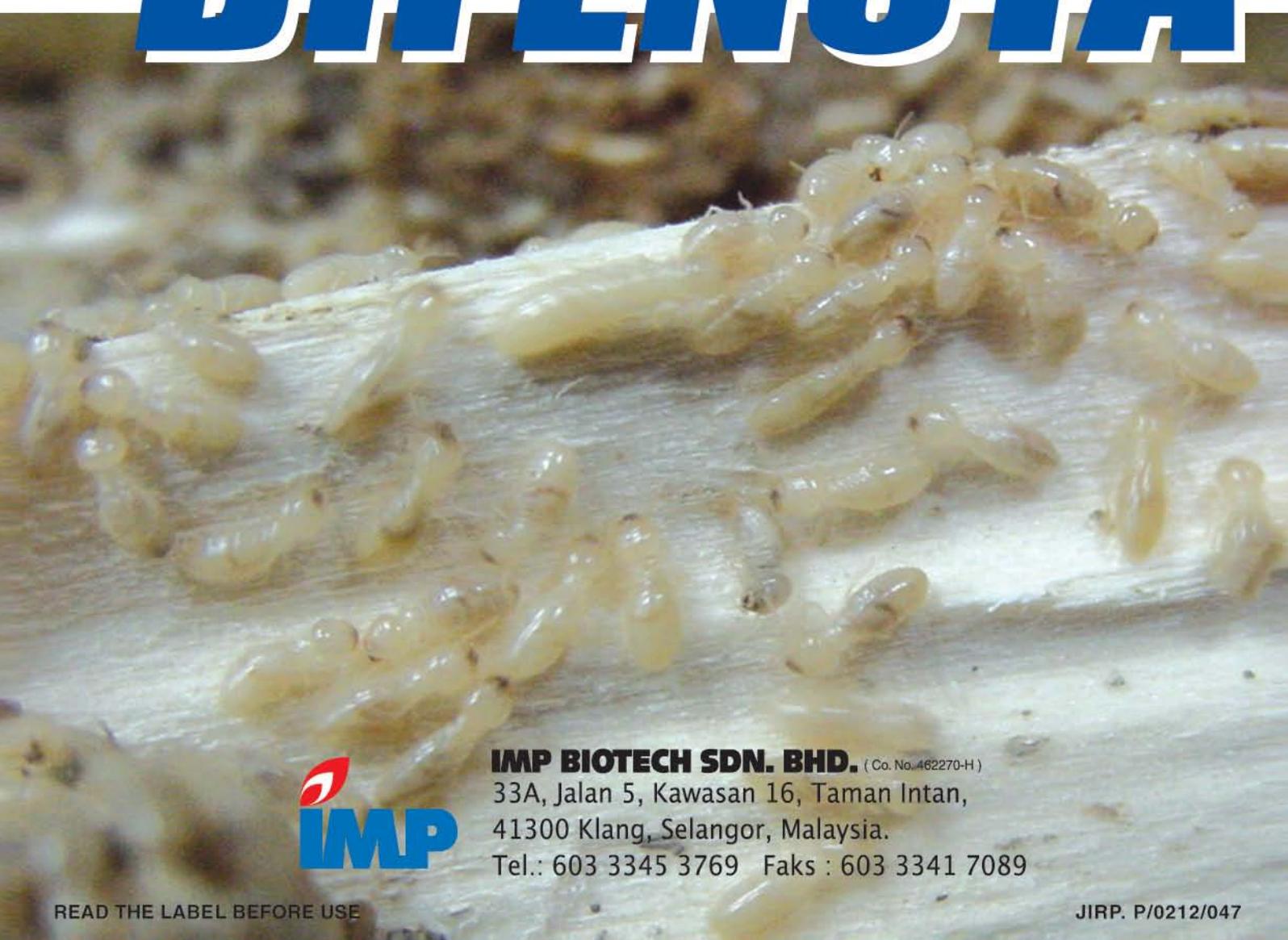
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