

ABOUT ASFAR

Arab Supplier Fabrication & Retail Sdn Bhd (ASFAR Holding) has grown into Export & Import in the fields of agricultural projects, foodstuff supplies, and industrial supplies throughout the world.



With many years of experience, the culture of our company has been built around the qualities of the markets in which we work. We respect both of the significance of what we do and of the individual needs and qualities of our customers and suppliers. We believe that success in commodities trading comes through genuine long-term commitment to all elements in the production and trading process. This commitment involves the long-term ownership and operation of key physical assets such as factories, storage & logistics facilities and long-term support of the communities in which we operate.



We believe in the importance of responding to market needs rather than trying to shape them. The ability to do so rests on the strength of the partnerships that we build and the passionate interest that each trader takes in his or her area of expertise.



Today, Arab Supplier Fabrication & Retail Sdn. Bhd. is officially one of the good exporters under the Malaysian Palm Oil Board (MPOB) License No: 560139113000.

ASFAR's approach is to respond quickly and precisely to the opportunities that arise through shortage or surplus, often by releasing the reserves of a commodity that we have in storage or in our suppliers storage or diverting those in transit. Private ownership enables us to make rapid decisions as well as to take long-term views on new markets and opportunities. Supporting our customers and suppliers often means providing services beyond our core business of sourcing and supplying commodities.

"..Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.."

Henry.R.Luce

ASFAR VISION

- Aspire to operate a world-class organization with diversified, short to long term plans that yield reasonable remuneration on our investments while serving the community.
- To perform to our highest standards of reliability, integrity and honesty to serve our client.
- Customer service and performance is our edge.
- To become one of the top exporter for Palm Oil around the globe.



ASFAR VALUE

- We are principled, holding ourselves to the highest standards of conduct.
- We are a company with a purpose and we play a core role in commodities supply in the markets that we serve.
- We are adaptive and optimistic, an organization with continued energy and confidence, that is ready to meet global challenges.
- Our company practice values:

TEAM-SPIRIT

DETERMINATION

PASSION

PRIDE

COMMITMENT

INTEGRITY

ASFAR OBJECTIVE

- To pioneer in providing innovative supply solutions to our worldwide customers.
- To execute high agricultural projects worldwide.
- To develop and promote the highest standards of ethical conduct in all our business dealings, trading and relationships.
- To support and maintain relationship between customer and ourselves.
- To develop solid loyalty with all our customers and business partners.



ASFAR SERVICE

Arab Supplier Fabrication & Retail Sdn. Bhd. is targeting to satisfy all the demands and requests of our esteemed customers worldwide. We will contribute our best efforts to offer the most competitive prices with the best quality products to our customers from time to time with enhancements of the product development and value added services. We ensure that we will offer outstanding services to all valued customers with the promptest shipment and most satisfactory after-sale service.

