# **2.0 ANALYSIS**

# **2.1 Corporate Culture**

The vision of Three-A Resources Berhad is as one of the worldwide market leaders in food and beverage ingredient production, with a mission towards being one of the premium global brands in the industry. Part of the company’s deep-rooted core values is thier pledge to uphold high integrity and corporate governance practices to achieve day-to-day operational excellence.

Ajinomoto (Malaysia) Berhad's vision is being a " Customer-Centric International Halal Food Company", contributing the mission to address people's food and wellness issues versus a better life in the future through expertise and innovative solutions. The shared value lies in their constant pledge to their stakeholders and helps to address social problems, thereby generating economic value.

Apollo Food Holdings Berhad's objectives by acquiring state-of-the-art facilities and technology that always meet customers' needs and requirements.

Hup Seng Industries Berhad's (HSIB) vision by being a renowned, trustworthy and superior food company. Meanwhile, HSIB's mission is producing healthy, premium, desirable and preferred food items, sustainably managed business, acquiring faithful clients and building a reputable quality.

# **2.2 Ethical safeguards and Virtues**

Corporate culture contains many ethical safeguards. These include codes of conduct and ethics along with product quality.

Three-A Resources Berhad, Ajinomoto (Malaysia) Berhad, Apollo Food Holdings Berhad and Hup Seng Industries Berhad (HSIB) all have codes of ethics and conduct ("Codes") in place. Within these codes, all three companies have similar codes, except for Ajinomoto (Malaysia) Berhad, which has a different code. The three companies have similar codes such as Conflict of Interest and Compliance to the Law, while Ajinomoto (Malaysia) Berhad's codes are divided into many categories such as Customer, Society and Employees.

In addition, each of the four companies obtained different product quality certifications; Three-A Resources Berhad and HSIB obtained the FSSC 22000 Food Safety System certification. With the exception of Apollo Food Holdings Berhad, all three companies have obtained the procedures outlined in the HACCP certification. In addition, Three-A Resources Berhad and Apollo Food Holdings Berhad ensured compliance with food safety systems such as Halal certification. In addition, all four companies together have been certified by the International Organisation for Standardisation (ISO), such as Three-A Resources Berhad with ISO 22000:2018 and ISO/TS 22002-1:2009 and Ajinomoto (Malaysia) Berhad with ISO 9001:2015 and Apollo Food Holdings Berhad obtained ISO 22000:2005 and HSIB obtained ISO 22000:2018 and Quality Management System ISO 9001:2015 certificates.

In addition, four groups have policies in place for programmes that encourage virtue among employees/directors, such as the "Anti-Bribery and Corruption ("ABC") Policy" in the Supplier Code, and the "Whistleblowing Policy" to encourage reporting of misconduct. in 2009, Section 17A of the Malaysian Anti-Corruption Commission Act, the "ABC" Policy and the Whistleblowing Policy have been formulated by Three-A Resources Berhad has established and adopted. Meanwhile, the " ABC" policy of Ajinomoto (Malaysia) Berhad was established based on the Malaysian Anti-Corruption Commission ("MACC") Act 2009. Apollo Food Holdings Berhad implemented the latest "ABC" policy of the MACC Act on 28 June 2021. HSIB is also in compliance with the "ABC" policy of the MACC Act.

# **REFERENCE**

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