

# Company Profile

Charcoal Division



MERCU INTELEK PERKASA

LOT 3927 KG CHEDANG, JALAN RASAH  
70300 SEREMBAN, NEGERI SEMBILAN



# COMPANY BACKGROUND

BIL	ITEMS	
1	COMPANY'S NAME	MERCU INTELEK PERKASA
2	COMPANY'S REG. NUMBER	200903128979 (NS0055402-P)
3	DATE INCOPORATED	8 May 2009
4	REGISTERED ADDRESS	NO. 80 JALAN S2E5, GARDEN HOMES FASA E, SEREMBAN 2,70300 SEREMBAN, NEGERI SEMBILAN
5	FACTORY	LOT 3927 KG CHEDANG, JALAN RASAH 70300 SEREMBAN, NEGERI SEMBILAN
6	STATUS	100% BUMIPUTRA
7	TEL/FAX NUMBER	0176781880
8	EMAIL ADDRESS	<a href="mailto:mercuintel@gmail.com">mercuintel@gmail.com</a>

# ORGANISATION CHART

**General Manager**  
IDAYU ZAINAL AMRAN

**HR / Financial Controller**  
FADHILAH YAHYA

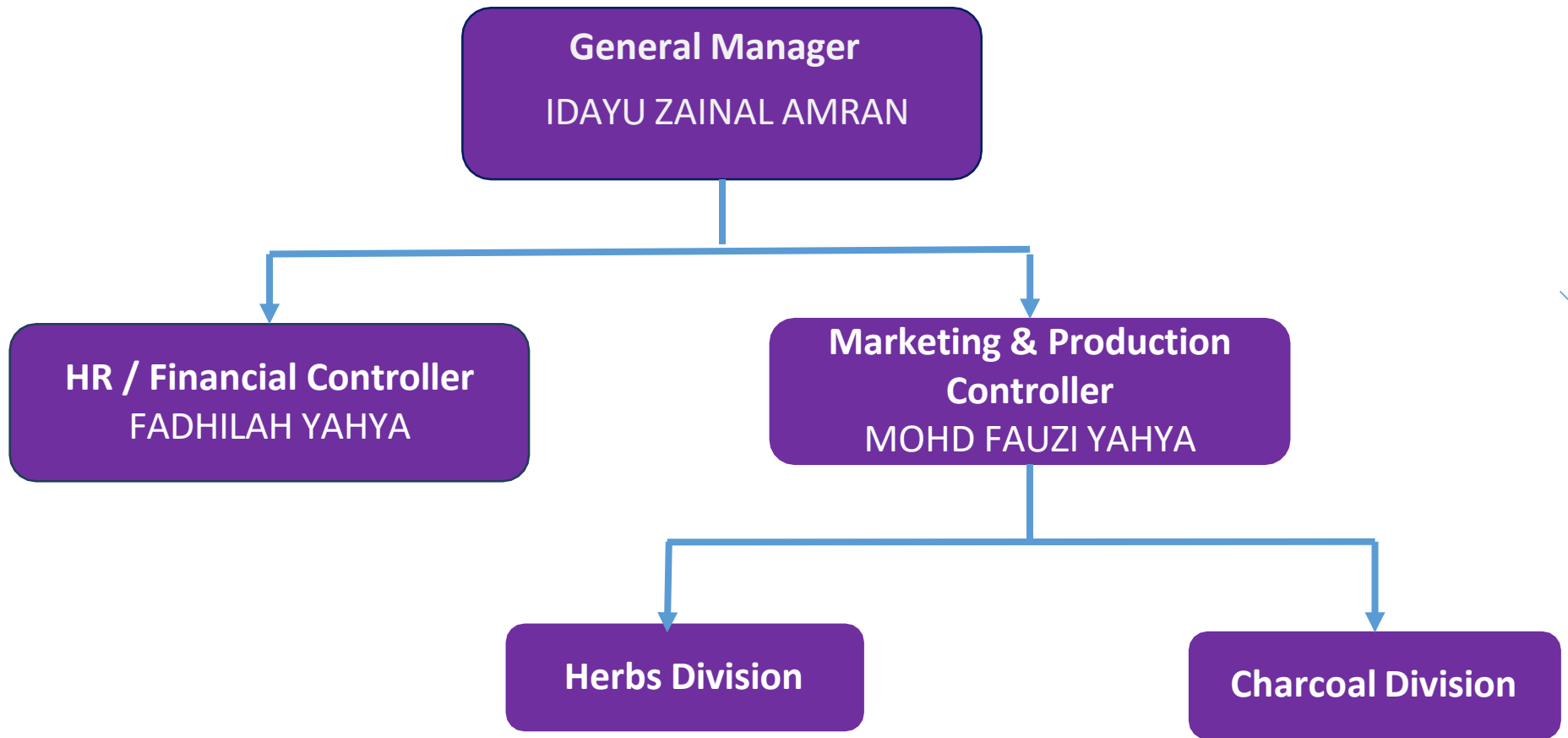
**Marketing & Production  
Controller**  
MOHD FAUZI YAHYA

**Herbs Division**

**Charcoal Division**

M Fauzan Abd Rahman ~ Supervisor  
Muhamad Nor Mohd Ali

Mohd Faisal Yahya ~ Supervisor  
Uzair Zafri Fauzi  
Muhamad Afiq Shahzani



# PROCESS FLOW

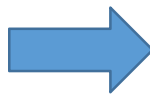
## 1 CHOOSING RAW MATERIALS



## 2 BURNING & smoke control



## 3 COOLING



## 5 MIXER



## 4 CRUSHING



## 6 FORM & CUT



## 7 DRYING

# PRODUCTS

## PROMIX

Mixed of coconut shell & wood  
Hassle free to start-up fire  
Burning hour: 3-4 hours  
Zero smoke  
Clean & sparkless  
Evenly burning  
Excellent heat  
Extra saving

**PROMIX** Briquette is made of mixed raw materials. Hence, it is cheaper. This charcoal is recommended for bulk usage. It has better combustion characteristic than the regular charcoal of its class ~ easy combustion, quick burning, longer burning period, clean, smoke free, sparkless and high temperature. Only small amount of quantity is required compared to regular charcoal. Thus, more economical. More suitable for outdoor events such as BBQ

## PREMIUM

100% coconut shell  
Hassle free to start-up fire  
Longer burning hours: 6-8 hours  
Zero smoke  
Clean & sparkless  
Evenly burning  
Excellent heat  
Extra saving

**PREMIUM** Briquette is more suitable for fined use such as 'Shisha' which is finer, dust-free, smoke-free with higher temperature than regular charcoal. Small quantity is used during combustion and has much longer burning period. Very economical and very much suitable for indoor usage such as hotels, official events and weddings.

# COMBUSTION COMPARISON

TIME	PROMIX	JENAMA Y
30 sec. using lighter	Start burning	No reaction
30sec. using butane torch	10% burnt	Start burning
15 minutes	20% burnt	5% burnt
30 minutes	40% burnt	10% burnt
4 hours	100% burnt, producing red and hot charcoal	40-50% burnt

## Notes:

Jenama Y ~ Normally requires starter to start the burning process.

~ Requires fan to assist on burning process.

~ emits smoke

ProMix ~ No starter and no fan required.

~ Smokeless



# PREMIUM PACKAGING



## PREMIUM PACKAGING

- 1.5 KG
- 3.0 KG
- 10.0 KG



# PROMIX PACKAGING



## PROMIX PACKAGING

- 5.0 KG/SACK

Notes ~ packaging can tailored to retailer requirement ( for bulk purchase)



# CONCLUSION

1. Mercu Intelek Perkasa is **100% Bumiputera**. We are among the few Bumiputera entrepreneurs to venture into Briquette charcoal production in Malaysia.
2. Our company focus on **Research & Development** (R&D) without jeopardising the environment in the process of making the first class Briquette charcoal.
3. Our final products are **environmental friendly** without endangering the consumers.
- <sup>s</sup> 4. Our **PREMIUM & PROMIX** Briquette charcoals have **better burning qualities, environmental friendly** and more **economical** compared to the regular charcoal available in the market.
5. We supply **on bulk purchase** especially for retailers, satay traders, smoke shop traders, hotels, resorts, villas retreats and BBQ enthusiasts.
6. The demand for briquette charcoal is huge, domestically and internationally. Hence, we believe our Briquette charcoal will able to **penetrate overseas market** in the near future.

