

CHOO BEE GROUP

OUR VISION, MISSION AND VALUES STATEMENT

Our Vision

To be one of Malaysia's leading manufacturer, supplier and service center of steel products.

Our Mission Statement

Choo Bee Group will deliver high quality products to customers to meet their needs and satisfaction, focus on continuous improvements in our internal processes and adopt best practices for a responsible business conduct so that we can position ourselves for growth and operational excellence.

Our Values Statement

Choo Bee Group will embrace the following core values:

Integrity : To conduct our business fairly, with honesty and transparency.

Excellence : To strive to achieve the highest possible standards in our day-to-day work and in the quality of the goods and services we provide.

Unity : To work cohesively with our colleagues across the Group by fostering teamwork, nurturing talent, and enhancing leadership capability. To build strong relationships with our customers, suppliers and other stakeholders based on tolerance, understanding and mutual cooperation.

Responsibility : To be responsible, accountable and responsive to the country, community and environment in which we work.