

Reach Beyond



By Malaysians, for Malaysia and beyond.

 SIN HING HUAT
AUTOCARE SDN BHD
Since 1989

www.shhsb.my



"To bring your products to consumers, you need more than just hands and legs: you need brains."

Ronald Low,
Director of Sin Hing Huat Autocare Sdn Bhd



Super Golden Bull
Award Winner of
Golden Bull Award 2019



SME100
Awards 2018
FAST MOVING COMPANIES

Winner of
SME100 Fast Moving
Companies Awards 2018

Taking your products to the extra mile

Sin Hing Huat Autocare Sdn Bhd is an end-to-end supply chain solutions provider. With 30 years of experience and nationwide reach, we can help you expand into Malaysian markets and beyond.

Sin Hing Huat Autocare understands the local market. Their appetite, demand, and trends. We know because we're locals ourselves. Let's partner up to advance your business into new markets and channels.

Our numbers speak for themselves.



30 years in the industry



9,000+ touch points



10 product categories



3,000+ SKUs



34,000+ per annual deliveries

Meet our family



SHH Enterprise Sdn Bhd
A sister company formed to specialize in the food and snacks category.



RC Intact (M) Sdn Bhd
A branding and marketing arm for partners who need such services, on top of distribution.

Our Services for Principals

Our services for suppliers, manufacturers, and brand-owners.



Distribution & Logistics

We pick, pack, and deliver your product nationwide.

Our network of distribution centers spans across Malaysia, both in the Peninsular and to the East. And our in-house logistics team connect them all so you can gain access to untapped markets and channels to reach customers anywhere.

End-to-end Supply Chain Management

We manage your products the smart way.

Our fully-integrated inventory management systems can take good care of your inventory, from the manufacturer all the way to the shelves. Our warehousing solutions are equipped with advanced tracking systems to automate inventory and management activities.

To top it off, with our stock demand planning expertise, we can work with you on the optimal quantities and timing to stock up.

Market Expansion, Strategies, & Branding

We create integrated marketing solutions for your brand.

We don't stop at delivering your products to the doorstep. With our marketing and branding arm, we create results-driven communication solutions and build seamless engagements, bringing your brand closer to your consumers. And our promotion planning services will help you push even more product.

With our retail field force management team, we provide effective in-store marketing operations to ensure your products are visible on shelves, along with promoters and Point-of-Sale materials to boot.

Through our intelligent automated system, you too, can stay ahead of the game with excellent retail management and performance-driven solutions. At the bigger picture, we can offer you go-to-market strategies to help you bring your products to the right hands.

Sales & Account Management

We build and grow tangible relationships between your brand and retailers.

Our teams of dedicated account managers will see to your every need. Even though our systems are powered by tech, the human touch still goes a long way.

We provide access to multiple channels in Malaysia, including modern and traditional trade, and emerging channels, such as e-commerce.

And don't worry about our bank balance. We'll be ready for your inventory, big or small.

Our Partners

We help your business to expand into new and existing markets. Thanks to our extensive networks, industry expertise, and our insightful knowledge of the Malaysian markets.





Our Services for Retailers

Our services for retailers, chain stores, and petrol marts.



Nationwide Coverage

We reach you no matter how far you are.

We can serve retailers across all regions in Malaysia.

Even if you want to deploy your product at all regions at the same time, we can do it. With our fast go-to-market solutions and regional distribution centers, it's nothing we can't solve.



Extensive Product Portfolio

We have plenty to choose from.

If you want new products on your line-up, look no further. We have access to a vast range of brands and products you can choose from and bring to your customers.



Sourcing & Procurement

We know how to fill your shelves.

Looking for something not on our portfolio? You can still count on us. We can source for products from Malaysia and beyond, to search for the right offering to suit your needs. We understand that not every business is built the same, hence the different needs and demands.

Our Network

We have been entrusted to bring products to over 9,000 doors nationwide

Our Retail Partners

Petrol Convenience Retail



Chain Convenience Stores



Pharmacies



Hypermarkets, Supermarkets & Departmental Stores



DIY, Hardware & Accessories



E-Commerce



Hotel, Restaurant & Café



Our Products

We carry a wide range of automotive and FMCG products, totalling up to 3,000 SKUs and counting.

1 DRINKS & BEVERAGES



2 CONFECTIONERY



3 SNACKS & BISCUITS



4 PERSONAL & BEAUTY CARE



5 HOUSEHOLD



6 CAR CARE & AIR CARE



7 TELCO & OTHERS



8 HEALTHCARE



9 GROCERIES



10 TOYS & LEISURE





www.shhsb.my

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