



ROTARACT CLUB of PUDU
District 3300, Malaysia

DISTRICT AWARDS & RECOGNITION

- Professional Development Category

“Visitation to Gardenia Bread Factory”

Prepared by:
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PART A: SUMMARY OF THE PROJECT

Visitation to Gardenia Bread Factory is a project where it's an opportunity to let the members and guests know about the making of the daily bread that we consumed. During this visitation, everyone will get to know more on the process of the bread, history, process of delivery of the fresh bread as well as the marketing skills.

At almost the high noon of 11.30 a.m, members and guests of Rotaract Club of Pudu started to assemble and line up outside the factory with high anticipation to take a peep into the bread making process in one of Malaysian most loved and well known Gardenia's bakery. Walking side by side, forging a spirit of fellowship similar to that of the handsomely baked relationship of Gardenia with the people of this nation for more than 35 years, we were lead into a conference room within the building of the highly industrialized bakery where we were shown a video as an introduction to the bread's history and bakery process from the ancient time to the mass production of bread as the modern's marvel.

After 30 minutes of video presentation, we were brought into their factory to gain a bird's eye view at their machineries, plant's process and layout. Marching into an elevated platform where the heat of baking from the machines fused with our curiosity before each of the processes was clearly explained to us by Ms Su Mei who is the marketing Manager. Her explanation was accompanied by labels of alphabets from A to J on the machines in each of the work stations. The process involves dough making and forming, weighing, baking, cooling and packing of the loaves. There was also manual quality control where quality of the bread such as colors is checked by the workers manually.

We were grateful for the comfort of viewing provided on a platform equipped with huge window panels, state-of-the-art sound system and completed with an air conditioning whereas the workers perform their duties surrounding a baking machine which is operated at 200 degrees Celsius to ensure the making of high quality bread. At that time, we were able to witness the entire production process for the wholegrain bread of Gardenia at an estimated rate of 10,000 loaves per day.

One of the machines that really caught our eyes is the gigantic 'helimatic machine' which is used for cooling the breads. The breads are inputted into the machine from the outer ring and slowly rotated upwards into the inner rings and being outputted from the lowest outer ring again in an intricate mechanism which further infuses the environment with Matrix like coolness.

About 30 minutes later, we returned to the conference room where we were offered some refreshments. Later, an answer and question session is conducted in which some of the information that we could obtained is that the company would replenish their stocks in the market everyday even though the breads have not expired in order to ensure fresh supply in the shelves all the time. All of the returned inventories will be crushed and given to Zoo Negara as animal feed.

Towards the end of our visitation, each of us received a gift pack courtesy of Gardenia which contains numerous of their products and a recipe book. Although we leave the factory heavy heartedly, we would still like to express our millions of thanks to the Gardenia staffs for giving us the opportunity to gain an invaluable insight into their factory in the most welcoming way. The trip ended with group photos greeted by the ever smiling rosy cheeked Uncle Slocumn's

mascot at the entrance, always reminding Rotaractors to remain close to people's heart like the bread has done all these years.

Date : 29th January 2011

Time : 11.30am – 1.00pm

Venue: Gardenia Bread Factory (Lot 3, Jalan Pelabur 23/1, 40300 Shah Alam, Selangor, Malaysia)

INVOLVEMENT:

- 1) Members of Rotaract Club of Pudu
- 2) Shannon (RAC TUC)
- 3) PP James, Belvinder & Jimmy (RAC Subang)
- 4) Joanne Wah (RAC Kelana Jaya)
- 5) PP Kelvin Thum (RAC Penang)
- 6) 14 Guests guests (*where 1 out 14 was being inducted after this project*)

PART B: OBJECTIVE, TEAMWORK

- To educate fellow rotaractors and guests on the process of bread making while learning the significance of a simple loaf of bread and how it affects the lives of millions households.
- An opportunity for members and guests to learn and eventually it acts as a fellowship session as well, where members and guests mingled around and have fun throughout the visitation.

ORGANISING COMMITTEE

Organising Chairperson : Rtr. Vini Low
Coordinator : Rtr. Alyson Soo
: Rtr. Chan Kwai Hong

PART C: FINANCE / ACCOUNTS & BUDGETTING

NIL

*Souvenirs for visitors are sponsored by Gardenia.

*Token of appreciation to Gardenia, Marketing Manager sponsored by PP Siew Peng

PART D: PHOTOS, PRESS CUTTING, PROMO LITERATURES,ETC.



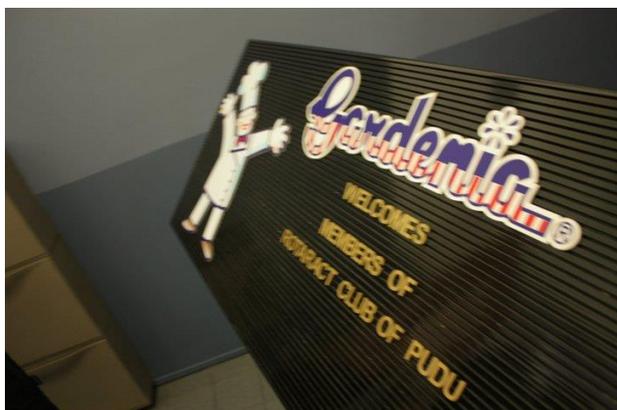
~Members taking photo before entering the factory day



~Marketing manager is our tour lead for that day



~Group photo after visitation to Gardenia Bread factory



~ Greeting from Uncle Slocumn from Gardenia



~listen to what been explain by Mgr. Su Mei



~ One member (in the middle of the photo) being inducted after this project.

PART E: “THE MAKING OF....”

ITINERARY

- 11.30 am Arrival of Rotaractors and Guests to Gardenia
- 11.45 am Briefing introduction to Gardenia
- 12.00 pm Viewing of the Corporate Video
- 12.30 pm Factory Tour
- 12.55 pm Light Refreshment
- 1.10 pm Q & A Session
- 1.30 pm End

OVERALL THE PROJECT HAS CAUSED ROTARACTORS TO HAVE LEARNT :

- the knowledge on multiple levels of bread making and how to handle mass food production and it can be useful for rotaractors interested in the food industry.
- bread distribution across the country teaches us the mass distribution to supply households with proficiency and effectively.
- how overdue stocks are handled efficiently to reduce wastage while ensuring the safety of the environment caused by bad waste management.

PART F: “TELL US WHY....”

1. It practices the motto of Rotaract “Fellowship Through Services” and Building Community, Bridging Continents. Because this project help to increase the bonding between the members and guests.
2. After this visitation, Gardenia had sponsor 300 packets of sample of the bread (mainly for diabetes patients) for our mini health awareness project on 28 March 2011. To increase the health of the mini health awareness area community.
3. It has increase the level of knowledge about the process of bread and also the whole flow from flour to a loaf of bread and direct to a consumer.
4. 1 member has been inducted after this project. (*refer attached photo above*)