



# COMPANY PROFILE

*Delivering Continuous Excellence In  
Quality Management Solutions*



[www.maxshift.my](http://www.maxshift.my)



# EXECUTIVE SUMMARY

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Founded in 2016, Maxshift (also a member of the Federation of Malaysian Manufacturers- FMM) provides customized **quality management solutions** to our customers by ensuring their product quality is aligned and meet the standard requirements set by them and their end users. Our services range from conducting the inspection of individual products/components to consultancy of the product manufacturing process, in various industries.



# EXECUTIVE SUMMARY

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- Maxshift specializes in delivering **comprehensive quality solutions** for manufacturing processes by optimising the quality of products and processes along the entire supply chain.
- We focus on providing **personalised scalable solutions** to help our clients in optimizing their revenues.
- Our team is equipped with knowledge in, but not limited to VDA6.3, ISO 9001:2015, IATF 16949:2016, ISO 13485:2016 to support our customers from various industries.



A photograph of a business meeting. In the foreground, a pair of glasses rests on a document featuring various charts and graphs. In the background, a person in a dark suit and striped tie is seated at a table, looking at a tablet device. The image is partially obscured by a dark purple geometric shape on the right side of the page.

# EXECUTIVE SUMMARY

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- Creating our footprint mainly in the automotive industry, we have ventured into the quality assurance within the **Electric Vehicle (EV) industry**, which we believe is one of the key areas that will accelerate us forward and evolve alongside the automotive industry's future.
- Our latest advancement is in LCD quality inspection services which is conducted in **our ESD control area**. The inspection of this widely used instrument display in the automotive industry for Electric Vehicles (EV), has kept Maxshift relevant in our field of expertise.



## Company Vision

To be the number one partner in quality efficiency and performance solutions worldwide.

# VISION & MISSION

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## Company Mission

To provide continuous excellence in quality assurance by providing the best quality services.

To become the trusted bridge that connects the manufacturing supply chain towards the optimisation of product quality and services.

To ensure the efficiency and effectiveness of our services by adapting openness towards continuous improvement.

To continuously uphold the integrity of services provided to our clients.

# CORE VALUES

*"Skills help us do — values help us become."*

Maxshift culture incorporates our 4 core values. We encourage all our employees to apply these 4 values: Trust, Integrity, Excellence and Openness consistently. Our neverending goal is to portray a positive culture throughout the organisation which in turn will reflect in our services to our clientele

## ✔ Trust

We believe that trust is one of the key elements towards expanding our presence worldwide.

We highly value the trust of our clientele by continuously providing services that are dependable with a high level of passion.

## ✔ Excellence

We place the utmost importance on continuous quality improvements in order to provide the best quality of services that clients can rely on. We strive to consistently provide efficient, effective and reliable results.

## ✔ Openness

We believe that our journey is a lifelong learning experience. The fundamental value for continuous improvement is openness. We cultivate an open mind to adopt the necessary changes and trends in the industry in order for the surrounding knowledge to be integrated and utilised optimally.

## ✔ Integrity

Our integrity is what defines us. We hold strongly to our value of continuously ensuring that we fulfill our commitment by applying the best practices in our business processes.



# QUALITY POLICY



## **Transparency**

Inculcating honesty and open communication, encompassing ethical behaviour, discipline and sincere dedication.

## **Accountability**

Ensuring quality of individual and teams accountable to achieve organization performance.

## **Self-Driven**

Cultivating individuals towards achieving their ideal potential in terms of productivity, creativity, proactive, and innovative attitude.

## **Leadership**

Instilling leadership qualities within the organization to guide, influence and inspire to achieve common goals and objectives.

## **Continuous Learning**

Always acquiring new knowledge, skills and competencies to adapt with innovation and remain competitive in a continuously evolving business environment.

# OUR JOURNEY



**2016**

The birth of Maxshift in the city of Penang, Malaysia, offering on-site inspection services.

The beginning of our consultancy on supplier development, focusing on VDA 6.3, APQP & PPAP.



**2017**

Our first resident engineer was hired with a team of trained inspectors as a local representative for a company based in China.

Our responsibility was to conduct rework and on-site inspection services as well as act as a communication intermediary between the customer and supplier, as well as a first response team on-site.



**2018**

The establishment of the first Maxshift office in Autocity, Penang, Malaysia. We received our first CSL2 inspection support contracts for three manufacturing suppliers in the automotive industry.



**2019**

Expansion of our company into other areas of quality inspection services, namely shopping cart production. Diversification into areas of trading for the aviation industry. We received a service contract with HICOM Automotive Manufacturers (M) Sdn Bhd for Mercedes Benz.



**2020**

The establishment of Maxshift office in Batu Kawan, Penang Malaysia, which is in close proximity to the industrial areas of Bayan Lepas, Prai, Batu Kawan and Kulim, and within 5 minutes to the Penang bridge and North-South Expressway. Formed a collaboration with Pro-Q, Thailand, in consultancy and audit services.



**2022**

Appointed as a quality representative for South-East Asian suppliers for Renault Manufacturing, France.



**2023**

Establishment of an in-house LCD/TFT inspection site with ESD controlled environment.

**2024**

Maxshift established a partnership with SNECI, France as a representative at Stellantis for rework and inspection services.

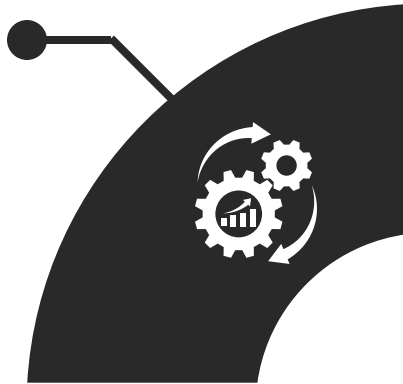
# OUR SERVICES

## Quality Inspection Services

With a rising global demand and the increasing expectations of quality performance, it is vital for manufacturers to ensure product quality is maintained throughout the whole supply chain. We provide efficient and reliable quality inspection services that assist clients in increasing their efficiency in a cost-effective way towards achieving sustainable business processes.

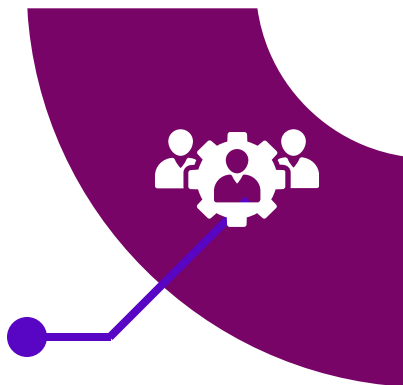
### Working Instruction/ Check Sheet Development

Convert customer's drawings into a check sheets/working instructions to assist in our customers' efficiency. We take up a part of their process for them to focus on their main tasks.



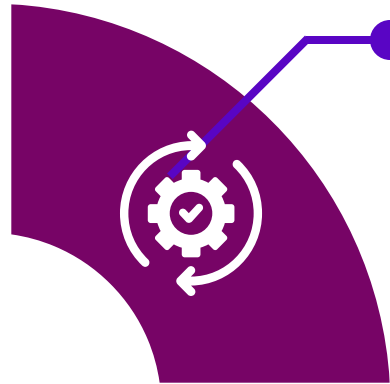
### Sorting & Containment

Maxshift addresses and attends to quality issues by performing sorting and containment activities quickly at the supplier, OEM or suppliers' facilities for customers worldwide.



### Incoming Inspection

We perform pre-production inspections to ensure the assembly/production process runs smoothly to meet the target output whilst not compromising on quality.



### Firewall, CSL1, CSL2 & Pre-Delivery Inspection

By providing firewall and pre-delivery inspection services, Maxshift assists manufacturers in performing End-Of-Line (EOL) inspections to identify quality issues. Based on the inspection data, manufacturers will be able to conduct improvement and solutions right to their source.

We also provide inspection services for new/pre-launch (GAT) projects to monitor No-Fall-Out to customers and the effectiveness of new production setup and process.



# OUR SERVICES

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## Rework & Repair

We understand that there are situations whereby deficient parts are being sent to manufacturers, which can bring enormously expensive costs if the production line is put on hold.

In this matter, Maxshift provides cost-effective and efficient solutions by performing rework/repair on the deficient parts to meet customers' expectations and requirements based on the standards provided.

## Machine Jig Fabrication & Trading

Fully automated, semi automated & manual. This includes specialization in mechanical & automation design, PLC, programming and engineering works.



## Consultancy & Resident Quality Engineers

- Resident engineer.
- Proses and corrective action audit.
- Project verification.
- Supplier development.
- Support in customer-client relations in crisis management.

## Machine & Process Validation

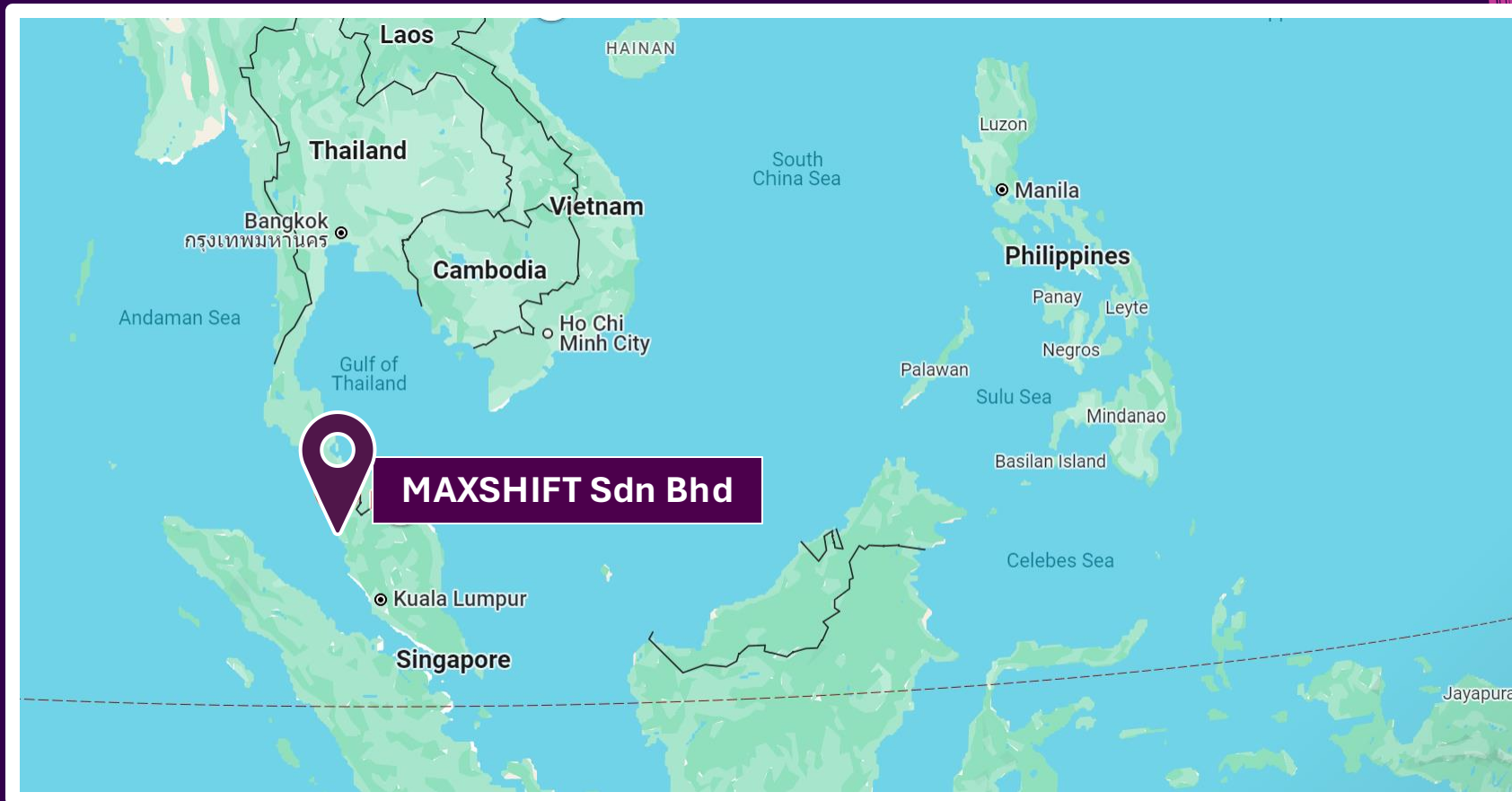
Perform machine validation based on customers' requirements to ensure the machine process is stable and fit to produce parts without compromising on quality and output.

# Our CLIENTELE



# Our LOCATION

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# Contact Us

We aim to make it as easy as possible for our visitors to get in touch with us. Whether you have a question, concern, or just want to say hello, we welcome your feedback and suggestions. We are committed to providing excellent customer service and will do our best to respond to your message in a timely manner.



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