

The CEO Story

April-May 2021 | Issue 01

ENTREPRENEUR

Formula For
Business

“

Day Work As Lecturer
Forever Works as an „
Entrepreneur

How All
Thing Started

Robotics Leading
Into IR 4.0 Opens Up
More Opportunities

DR. YEONG
CHEE FAI

From Student To CEO

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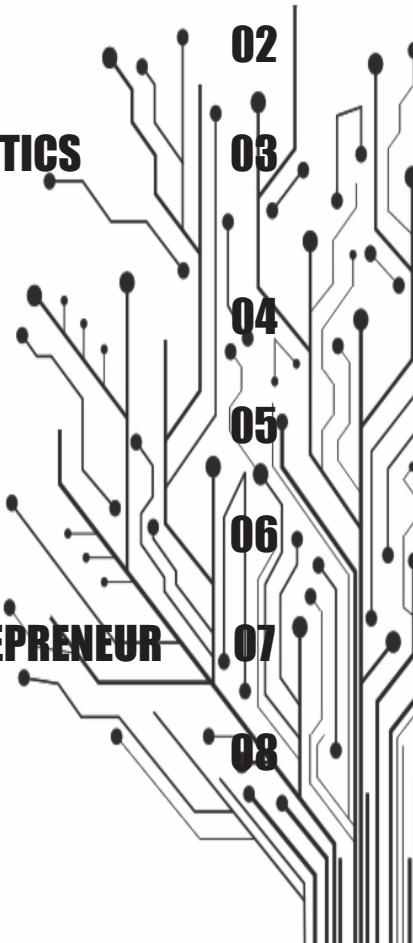
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THE INSIDE STORY OF

Dr. YEONG CHE FAI

ENTREPRENEUR PROFILE

It is not easy at all to be a responsible national of Malaysia and encourage young students, Dr. Yeong Che Fai has written his name and made a course in the global multi-billion robotics industry. He has made this small country of Malaysia one of the countries in the world capable of manufacturing and selling AGV and AMR robots, but the story behind the achievement is the thing we didn't know and how Dr. Yeong has become a prosperous entrepreneur.

Dr. Yeong Che Fai obtained his interest during his study in secondary school at Methodist Sungai Siput and pursued higher educations in University of Technology Malaysia where he finished his bachelor and master degree in mechatronics engineering. Then, suddenly he realized that it was not what he wanted, he then sought for more educations to achieve his goal. He then pursued further to London to do his PhD in bio-engineering at the Imperial College London from 2006 to 2010.

He returned to Malaysia after he completed his PhD and a few months later he began to work as a lecturer at UTM, in addition to starting few businesses and participating in countless competitions. One day, he came up to research the needs of the Malaysian industries, and what the industry really needs over the next two years. Then, in 2012, he came up with a brilliant idea to start a company called DF Automaton & Robotics Sdn Bhd, which is unique and creative in terms of Robotic & Automaton solutions for many current issues.

**“My philosophy
said that $1+1$
was not always
2. There will
and always be
a different
outcome”**



COMPANY BACKGROUND

DF's dream is to move ahead in the design of autonomous mobile robot (AMR) in South East Asia as well as in providing solutions related to AMR. The aim of the business is to provide process-based enterprises with an effective and affordable AMR solution that will further increase their production..

DF is one of the tech-based Malaysian companies founded in Johor Bahru in 2012. Essentially DF started small with its own money by only three members and is currently growing about 60 employees. The firm designs and produces automated guided vehicles (AGVs) for use in industry.

In general, DF is helping to develop an Autonomous Mobile Robot (AMR) system for different forms of industrial and commercial use. The story behind how DF was created is when Dr Yeong was approached by a customer to do a project during his time as a lecturer in 2012. The customer was pleased after the project was completed and that led him to order a few more projects so Dr. Yeong decided to run a company at the time. Thus, the company was created this way.

PRODUCT OVERVIEW

Df operates as a company designing the AGV robots that potentially support the production line in the industries, meanwhile DF had to keep up with innovations so it had to make moves to manufacture the AMR for Industry 4.0 that is considered more advanced and reliable than the AGV. DF has more than 10 forms of important products to sell to the industries including the trackless technology. DF's production lines are divided into the AMR center, AMR payload handler, AMR Fleet management system, and AMR accessory.

Because of the high interest in this form of robotics, more than 20 renowned companies such as HONDA, YAMAHA, Celestica and PERODUA have DF approaches to provide these technologies to them. In addition, DF has been a major competitor in the robotics industry in providing the Autonomous Mobile Robot 4.0 specifically. DF has made DF a well-known company thanks to its innovative solutions, high quality components, multifunctional goods and fair price. well-known company.



DF AUTOMATION & ROBOTICS PRODUCT



ZALPHA TS-S

Zalpha Series Laser Guidance AMR is a cost-effective, user-friendly and flexible mobile robot used to transport goods in various kind of industry. The robot is using Lidar to navigate around and is easy to be set up, programmed and implemented. There are various types of size and payload can be chosen to fit in different application.



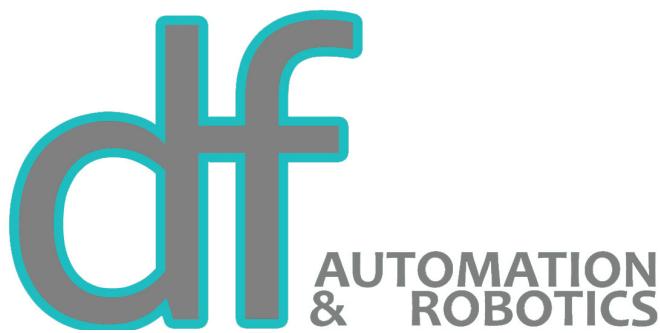
ZALPHA MG-S

Zalpha Series Magnetic Strip Guidance AMR is a cost-effective, user-friendly and flexible mobile robot used to transport goods in various kind of industry. The robot is using Magnetic strip to navigate around and is easy to be set up, programmed and implemented. There are various types of size and payload can be chosen to fit in different application.



ZALPHA MG-L

Zalpha Series Magnetic Strip Guidance AMR is a cost-effective, user-friendly and flexible mobile robot used to transport goods in various kind of industry. The robot is using Magnetic strip to navigate around and is easy to be set up, programmed and implemented. There are various types of size and payload can be chosen to fit in different application.



ACHIEVEMENT



2019

- Up to 25 Million Category, Best Innovation Platinum Award at Star Outstanding Business Award (SOBA)

2018

- MERIT, Cross Category: Research and Development at MSC Malaysia APICTA Awards
- MERIT, Cross Category: Industrial Manufacturing at MSC Malaysia APICTA Awards
- Designer, Good Design Award Japan

2017

- Frost & Sullivan 2017 Malaysia Entrepreneurial Company Of The Year Automated Guided Vehicle Market
- Winner, Best of Industrial Applications at International APICTA Awards Dhaka
- Winner, Best of Industrial Applications at MSC Malaysia APICTA Awards
- Best Cost Effective Solution Award, Universal Robots Channel Partner Meet

2016

- Growth Achieve Award, Universal Robots 2016 Distributor Meet
- Best Industrial Application Award, Universal Robots 2016 Distributor Meet

2015

- Winner, Best of Start-up at MSC Malaysia APICTA
- Winner, Best of Industrial Applications at MSC Malaysia APICTA
- Merit, Merit in the Industry Category, International APICTA Awards Sri Lanka



**“Save your time
searching for 100%
and goes with 70%
since the world itself was
IMPERFECT”**

CONSIDER RISK

Another explanation behind the business person's prosperity is playing it safe, not being foolish or facing a challenge, and this is actually what Dr. Yeong has done. Dr. Yeong was taken from him two years to study this task and the suitability of progress and afterward after that he appeared bit by bit towards progress.

BEST TEAM

Realizing how to organize is a significant piece of enterprise. During his work as an instructor, Dr. Yeong had the option to collect individuals from a brilliant group. The majority of the individuals from this group are 60 percent to 70 percent of UTM understudies and Robocon Club, as it is a similar college as the college where he educates.

WELL-MANAGED

Open organization and fund are a fundamental element of venture achievement. What's more, no organization on the planet can prevail without incredible directors working behind. Dr. Yeong was and still is the supervisor of the organization's managerial division and he is liable for the authoritative issues. As Dr. Yeong built up his abilities and figured out how to be an effective supervisor, this caused him to accomplish what he accomplished

Dr. Yeong Che Fai was not brought into the world with gold spoon in his mouth he was typical kid, who had a major desire and objectives to leave his own imprint in this world. Dr. Yeong battled in his excursion however he never surrendered. Achievement in business enterprise isn't just about your thought or your cash. A lot of individuals have fascinating thoughts or a ton of money to toss around and they never fully figure out how to discover accomplishment in their endeavors.

SELF-INSPIRATION

One of the most significant attributes of business visionaries is self-inspiration. Dr. Yeong consistently rouses himself, he drives himself to be in the top spot. In any case, the troublesome of issue he made an effort not to encompass.

TARGET MARKET

Dr. Yeong as a business person, he has to comprehend what you offer, and how it fits into the market. Regardless of whether it's an item or an assistance, you have to know where you fit in. That implies you have to realize when it's an ideal opportunity to change things a smidgen. This additionally incorporates knowing whether you are top of the line, widely appealing or deal. Dr. Yeong has just improved the item determination by knowing the requirements of the Malaysian market, particularly the industrial facilities and creation lines. This drove him to build up this significant kind of robots.

CHALLENGES



TIME MANAGEMENT

A college speaker and a CEO of an organization isn't simple, particularly while having an instructor and a gathering simultaneously.

LACK OF KNOWLEDGE

At the start of any venture, businessmen don't completely understand how to run a company and the marketing process.

FINDING PARTNER

A business with just three mechatronics understudies isn't sufficient to run an organization. Here is the place understudies from different fields are should have been utilized.

FINANCIAL ISSUES

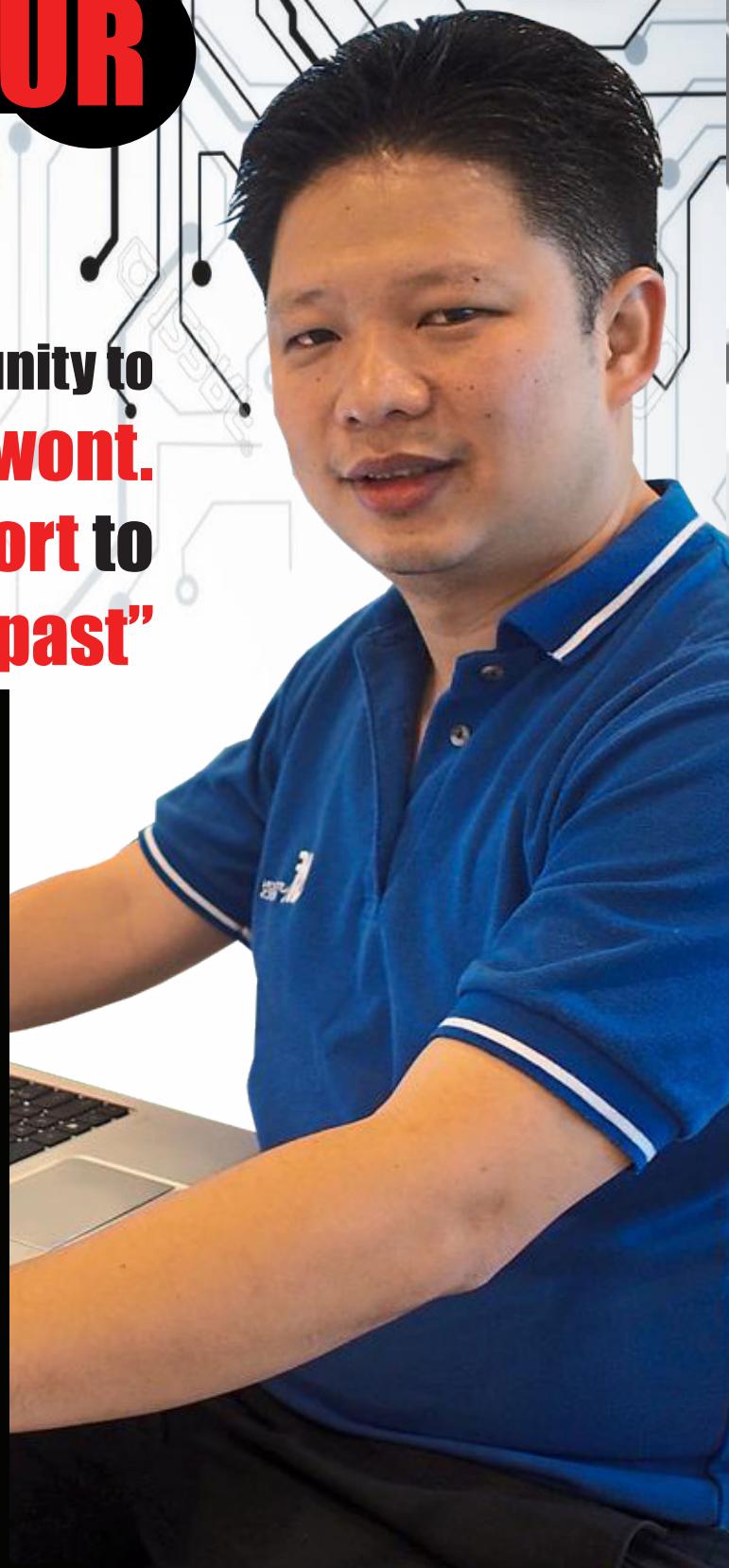
There is point when the organization experiences sudden conditions that influence the organization income. Likewise, it is trying to keep the creation up despite the fact that there is no salary, particularly toward the start.

ADVICE TO YOUNG ENTREPRENEUR

"If I have an opportunity to travel the past, I won't. Life was too short to think about past"

Dr. Yeong gave some golden pieces of advice that will ideally help the young entrepreneur start his own company. First you need to prepare for your company and have your own vision and goal is vital for you to achieve the highest results of your company and to be a productive entrepreneur. It's also very important to have a very active timeline to strengthen your attention and transparency.

Take a risky shot and you need to compromise to grow your company. (Undertaking without risk). You will need to have a high productivity level sector. It is also important to find a mentor because he has taken this path in a wide range, so that he can help you with his knowledge and experience. Most important part is to do your business in your passion things so you can generate a great resource of entrepreneurial ideas.





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