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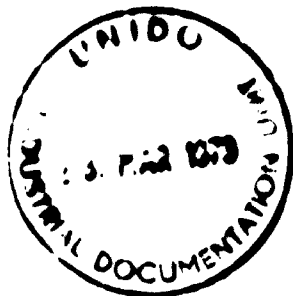
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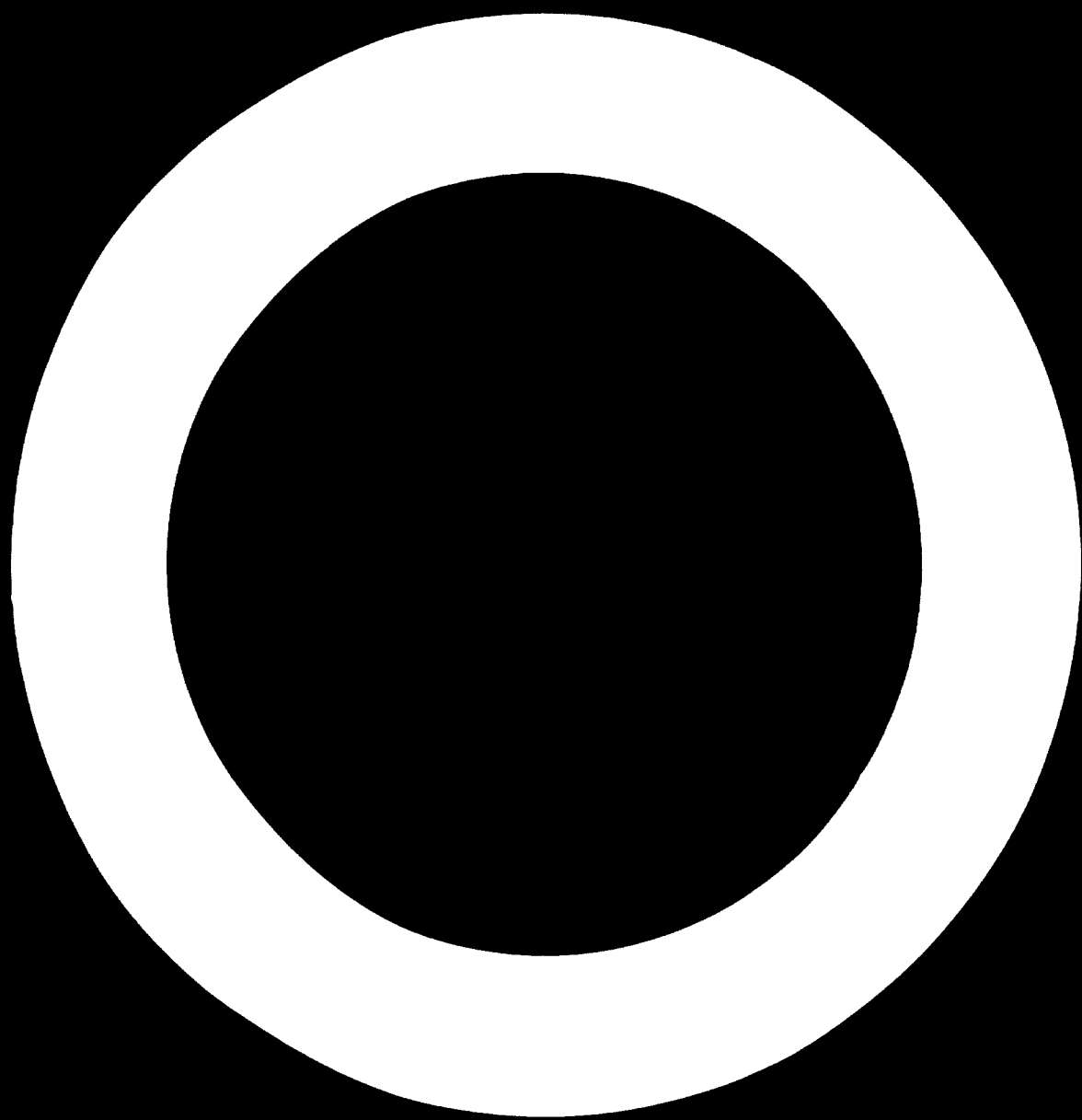
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T.A. East
UNESCO Secret



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INTRODUCTION

The Expert has been attached to Kulitkraf Sendirian Berhad in Petaling Jaya outside Kuala Lumpur.

Kulitkraf Sendirian Berhad has in its industrial compound a Tannery employing 54 workers. The monthly output of the Tannery is 70,000 sq.ft. of upper leather and lining and 5 tons of bottom leather.

At the moment they do not tan reptile leathers, but they can do so with a slight increase in the number of workers.

In the same industrial compound is also Kulitkraf's Shoe Factory, which employs 185 workers and produces now daily in two shifts 800 pairs Service Footwear (Army Boots, Police Boots and Postmen Shoes).

Kulitkraf wanted to start in addition to Leather - and Shoe - Production, also a Leather Goods Department, and asked for an Expert to assist this Project and so the Expert came to Kulitkraf.

The Expert acknowledges with thanks the assistance provided by Kulitkraf Sendirian Berhad. In particular the Expert is indebted to the Managing Director Mr. Yahya bin Mohd. Noor who kindly provided office facilities, transport and everything else needed to successfully carry out the work.

The Experts counterparts Mr. Ismail bin Othman (Foreman in the Leather Goods Department) and Miss Hamidah binti Haji Hasbullah (Designer) have been of great assistance during the whole time of the Expert's assignment.

Mr. Ismail bin Othman was extraordinarily bright in understanding the Expert's instructions. He adapted himself to the specialities of Leather Goods Production and is able to make any samples, cutting patterns etc. Also his supervision of the workers in the Department is correct and he is also able to teach workers.

Miss Hamidah binti Haji Hashullah was extremely diligent and eager to master the manual work in leather goods. her designs show a high appreciation of fashion taste and of up to date styling. The Expert is happy to be able to state that Mr. Ismail bin Othman and Miss Hamidah binti Haji Hashullah are the very best counterparts (as a technician and as a designer) he has had until now in all his assignments.

MAL - 063 - B (TA/ID)

Manufacture of Leather Goods

J O B - Description

dated 9th June 1970.

Experts: J e l k o A. R A N T

Post Title: Leather Goods Manufacturing Expert

Duration: Six months, with possibility of extension

Date required: As soon as possible

Duty Station: Kuala Lumpur (Petaling Jaya)

D u t i e s : The Expert will be assigned to work at the integrated Tannery-Footwear-Leather Goods - Plant Kulitkraf Sendirian Berhad in Petaling Jaya, outside Kuala Lumpur and will be expected to assist the Manager of the plant and the technical staff in:

the establishment of a modern Leather Goods Manufacturing unit and

in training of local personnel.

He would also be expected to give advise on product design and marketing.

In addition he will also be expected to advise MARA on matters connected with Leather Goods Trade, as may be required.

During the early part of his assignment he will be expected to concentrate on setting up a training scheme for plant personnel and at a later stage home industry workers producing for the plant on contract basis.

The Expert's Time Schedule

The Expert arrived in Kuala Lumpur on the evening of 4th April 1972 and reported next day to the Office of the Regional Representative UNDP, Kuala Lumpur, where he was briefed by Mr. W.N. Shane, Assistant Regional Representative and by Miss C. Davis, Assistant Regional Representative.

The following day the Expert went to the factory of Kulitkrif Sendirian Berhad Joteling Jaya, where he is assigned, and started with his work.

The Expert has the intention to commence a part of the leave due to him on 13th September 1972 and report in HQ Vienna on Tuesday 3rd October 1972 at 8.30 for debriefing.

The Expert will leave Kuala Lumpur on Sunday 1st October 1972 arriving in Vienna on Monday 2nd October 1972.

The Expert's Contract expires on Thursday 5th October 1972.

Programme of Work - Time Schedule

1972

April)
May)

Familiarising with the conditions and the situation.
Starting with lectures of fundamental knowledge of
tanning and sample making (Leather Goods).

Making sketches, patterns, cutting patterns and
Leather Goods as:

Key-cases, Wallets, Pocket-books, Billfolds, Purses,
Belts etc. Producing only small quantities, mainly
single pieces.

Using only scrap leather.

Working with Miss Hamidah and Mr. Ismail, the Experts
counterparts and one stitcher.

June

In co-operation with the Sales Department a number
of the produced articles will be selected for regular
production.

Leather will be used (not only scrap) and besides the
two counterparts one cutter and two stitchers will
work.

July

The production will be increased, new styles produced
as handbags, travelling bags, ladies bags and document
cases.

Material used: Cow hide, snake skin, lizard skin and
crocodile skin.

August

September

Production will be increased, all articles will be
produced in larger quantities.

Final Report.

THE WHOLE PROGRAMME WAS SATISFACTORILY COMPLETED.

Contacts

in Kalitkrak Sendirian Berhad, Petaling Jaya - Kuala Lumpur

Mr. Yahya bin Mohd. Noor,	Managing Director
Mr. Ghazi bin Haji Komli,	Marketing/Sales Manager
Mr. Salleh bin Ismail,	Production Manager Inventory Officer
Mr. Nordin bin Ghari,	Tannery Supervisor
Mr. Mahayiddin bin Hj. Shafiq,	Purchasing Officer
Mr. Ismail bin Osman,	Foreman - Leather Goods
Miss Humidah binti Haji Hestullah,	Designer - Leather Goods.

REPORT

The first day the Expert arrived in Kulithraf the Managing Director Mr. Yahya showed him around the factory, including the Tannery, the Footwear Department, the Storage of Leather and the cleaned up empty Department for Leather Goods Production.

The Expert decided to try to adhere to the following Plans:

- I. No machines will be ordered because the Footwear Department are able to spare the most important machines for the Leather Goods Production.

Some machines, as for instance the Embossing Machine, the Upper Splitting Machine and the Belt Cutting Machine, are not used by the Shoe Department full time, so work can be done on these machines for the Leather Goods Department.

- II. For training and for initial production only scrap leather is being used.

There are substantial quantities of scrap leather put aside since the plant opened.

When better quality leather will be required, the Leather Goods Department can use leather produced in the Kulithraf Tannery.

In due time the Leather Goods Department will start producing belts to use the buckles now in store in the Stock Room.

- III. Only some working tables, cutting boards, cutting benches, stone plates and sets of special Leather Goods tools will be required.

- IV. The main target for training will be to establish a nucleus of operatives for regular production.

The Expert's two counterparts will be taught the fundamental knowledge of tanning, sample making, making of sketches, patterns, cutting patterns etc. to enable them to carry on in an efficient manner after the Expert leaves.

- V. The teaching of the workers will be done by the Expert's counterpart Mr. Russell who will be responsible for the discipline and order in the leather work department. The Expert will only supervise.
- VI. The Expert's counterparts must be acquainted with production techniques which they may have learned from the Kullitraf, as for instance deep cut work, counter-edges, the under-arm collar design, cutting for and making the collar, etc.
- VII. Quality control will be taught, especially of water proofing.
- VIII. The use of regular material will only be allowed when the Sales Department give an order. Only all production orders orders only soap leather will be used.
- IX. Only articles which can be used as samples made from soap leather will be chosen for training of the workers.
- X. The Expert's counterparts should have enough authority to use their own initiative. Whenever possible their own styles should be produced. Technical faults and mistakes made by the counterparts will be welcome because this will allow the Expert to show how such mistakes can be avoided in the future.

After a discussion between the Managing Director Mr. Yarrow and the Expert a programme of work has been agreed and the Expert started work with his two counterparts.

The whole programme of work has been satisfactorily completed. In the first three months of the Expert's assignment the programme of work was not only completed, but exceeded.

for the month of April of the only the initial training, making samples, patterns and cutting patterns was programmed, originally the expert's programme of work intended only to be with his two counterparts and one stitler.

On May 24th 1952 the factory was officially opened by His Excellency the Prime Minister Sir Abdirazak. For this occasion the Expert's counterpart Mr. Ismail made a set of lighter box and Ashtray of genuine natural lizard, which was presented to the Prime Minister.

The new Leather Goods Department produced on a regular production line 80 key cases with gold embossed date and the factory brand. These key cases were distributed to the visitors at the opening ceremony and have been gladly accepted by everyone.

To meet the wishes of the factory, systematic training has had to be interrupted and ten workers and the two counterparts employed on production to fill an order for 50 nice cups and the 800 key cases. All these goods were produced from scrap leather.

The Expert quite understood the wishes of the Sales and Marketing Department to obtain articles that can be sold from the new Leather Goods Department as soon as possible.

In accordance with the Programme of Work at the end of June and the beginning of July a range of samples was forwarded to the Sales/Marketing Department. These samples included Small Leather Goods such as billfolds, wallets, wrist watch straps, key cases and different casual - and fancy - belts.

The first regular order from the Sales Department for 170 pieces of belts was given at the beginning of July.

The training and teaching of the two sub-foremen and workers starting with the easiest styles: key cases made in cross edge technique. Practical teaching was combined with a bit of theory and theory of teaching, organization of production and technical qualities. From the easiest styles the training went on to more complicated designs and techniques as round corners, round edges, making of pockets, machining covers of new leather cases, etc.

The purchasing department tried its very best to supply the equipment and tools required for a much improved production in the Leather Goods Department. But in spite of that at the time of writing this report still a lot of tools and material had to be bought because they have to be imported.

So the Report and his counterparts had many times to improvise and use tools which were at hand and material that was available. In doing that interesting possibilities of using material and old tools have been found.

Lack of material forced the Report into the position that for instance, a document case (sample) had to be adapted in its size, to the length of the paper available.

Several similar incidents arose during this training. But there is a positive point in these cases: the counterparts saw how they have to adapt to the means available.

The details of the whole training and the slow but steady progress in the Leather Goods Department is best shown in Mr. Boudin's Weekly Progress Reports to the Director and in the Reports, Tables which are attached to this Report under Annex

Export

The Marketing & Sales Department have had inquiries for exporting Leather Goods. High class Leather Goods made of genuine crocodile leather or lizards, as well as ladies bags and document cases of any kind of leather can not be yet exported.

However wrist watch straps, belts, simple small leather goods as billfolds, cheque book covers and similar could be exported.

The first export contacts have been made and samples of belts sent to Messrs. Gabriella Belt, Stockholm a firm specialising in belts. This firm imported very big quantities of pigskin leather belts from Yugoslavia some years ago.

The Export thinks that the prices quoted are too high but an answer is expected soon.

Kulitkrak must be aware that immediate action must follow any suggestion by any customer.

The bulk of production should be for the home market, for at least one year, so that the Leather Goods Department as a whole gets the technical experience needed for the production.

Evaluation

The Expert has made an exact quality control of the articles produced and of their workmanship.

The Expert's evaluation has five grades:

Excellent
Very good
Good
Poor and
Very poor

The work done has been evaluated as follows:

Designing of styles (ideas) - Miss Hamidah binti
Naji Hashullah excellent

Making of samples, cutting patterns etc.
Mr. Ismail bin Othman excellent

Workers(Work)

Cutting	good
Skiving	good
Stitching	poor
Turning over	good
Edge setting	very good
Edge polishing	very good
Finishing	very good

Articles

Placement work (set for His Excellency the Prime
Minister) made by Mr. Ismail very good
Key cases (Custell) very good

Key cases (with hocks)	good
Billfolds	very good
Pocket books	very good
Belts	very good
Fancy Men's Belts	excellent

The Expert's rather sharp evaluation shows that

21 %	are	excellent	
50 %		very good	
21 %		good	and only
8 %		poor.	

It is of course not quite right to make in such cases average evaluations, but it shows at least some numbers that may be compared.

Results achieved

Kulitkraf invested into the New Leather Goods Department:

Four Cutting Benches	Supplied by the Shoe Factory
Four Cutting Boards	" " " " "
One Skiving Machine	" " " " "
One Flat Bed Sewing Machine	" " " " "
One Post Bed Sewing Machine	" " " " "

The following machines are used by the Leather Goods Department part time but will remain in the Shoe Production:

One Upper Clicking Machine
One Upper Leather Splitting Machine
One Belt Cutting Machine

Two Working Tables made in Kulitkraf's own Carpenter Shop

Two stone plates purchased

Two stone plates (Italian) purchased

Rs
120.-
28.-
61.20

Chairs, a chest and writing table have been also supplied by Kulitkraf from old stock.

The following Tools have been bought for the New Leather Goods Department:

Two Iron Rulers

Six Hammers

Different Small Tools as punchers, needles, awls, etc.

Round wooden lasts for production of Dice Cups

27.-
36.-
96.-
24.-

383.-

Except for special orders (piecemeal work - as for instance the set for the Prime Minister), bigger samples and belis, the new Leather Goods Department uses only scrap leather.

During the Expert's assignment the following styles have been made:

- 15 small leather goods
- 7 belts
- 5 wrist watch straps
- 1 cigare case
- 1 cigarette case
- 1 ash tray
- 2 wet packs
- 3 calendars (new years gifts)
- 2 document cases
- 1 shoulder strap shopping bag
- 2 shoulder strap ladies bags
- 1 ladies bag on wooden frame

On a regular production line in the New Leather Goods Department the following styles and quantities have been made:

		<u>M \$</u>	<u>M \$</u>
106	Dice Cups	5.-	530.-
1.100	Key Cases (cowbell) 800 of them distributed to visitors at the opening ceremony	1.-	1.100.-
114	Billfolds	3.-	342.-
360	Key Cases with hooks	1.5	540.-
46	Pocket Books	6.-	276.-
90	Belts / 1	7.-	630.-
70	Belts / 2	12.-	840.-
			<hr/> 4.258.-

	<u>M \$</u>	<u>M \$</u>
		4.258.-
82 Belts / 3	12,60	1.033.20
20 Belts / 4	14.-	280.-
70 Belts / 6	14.-	980.-
50 different Belts in production.	10.-	<u>500.-</u>
		<u>7.051.20</u>

SUMMARY

No new machines have been purchased.

M \$ 388.20 has been spent for equipment and tools.

The monthly salaries and wages in the Leather Goods Department are M \$ 910.-

Cutting patterns have been made for 41 new styles.

The Goods produced in 5 $\frac{1}{2}$ months on the regular production line in this new Department have a selling value of M \$ 7.051.20

The Leather Goods Department consists of the Expert's counterparts, two boys and six girls who have been all trained by the Expert since his arrival.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Kulitkraf's decision to start a Leather Goods Production in addition to the existing Tannery and Shoefactory was very wise and correct.

The new Leather Goods Department can:

1. use leather not suitable for shoe production
2. can use substantial quantities of scrap leather from the shoefactory
3. can produce articles which could be sold as complete sets with shoes in a similar style.

Kulitkraf has got a new Production Department without almost any investment, no machines have been purchased.

Taking into consideration that in the Developed Countries 3 years training in Leather Goods Factories is required to get semi-skilled workers and looking at the results achieved in 5 $\frac{1}{2}$ months in Kulitkraf (see pages 14 -18 of this report) the Expert can state that results achieved are very good.

This is however also due to the high qualities of the Expert's counterparts and the willingness and ability of the workers to learn the know how.

A nucleus of a Leather Goods Production is established able to produce any kind of Leather Goods, when the Right Material and the RIGHT TOOLS are at hand.

Recommendations

- I. The tools which are urgently required (list with prices Annex II) should be immediately purchased without any further delay.
- II. Later the machines recommended (also in Annex II) should also be purchased.
- III. The Team of the new Leather Goods Department, as working now, should remain as the nucleus for making the expanding production.
It is advisable that Mr. Ismail has to remain as Supervisor in charge of production and Miss Hamidah as designer.
Should urgent orders require more workers, additional workers could be sent temporarily from the shoe factory.
- IV. The Expert strongly recommends his two counterparts Mr. Ismail and Miss Hamidah for any fellowship available for specialisation in Leather Goods. Mr. Ismail for production and Miss Hamidah for designing.
Mr. Ismail speaks Malay and English also some German and could polish up his acquired knowledge and especially insight into the organisation of production in big Leather Goods Factories if he visited for a couple of months Offenbach am Main, West Germany.
Miss Hamidah speaks Malay and English, and might well be sent to a course to Cordwainers College, London U.K., for a course in Leather Goods Manufacture.
- V. The production should be concentrated on small Leather Goods and belts, because these two groups are produced in a satisfying quality.

- VI. Findings, fittings and different accessories must be imported in not too large quantities.
- VII. Zippers should be bought in rolls and the Leather Goods Department must have the tools to cut the zippers to lengths required. At least three different weights of zippers must be at hand strong, medium and thin. The colour of the zipper cotton webbing should be the same shade as the colour of the leather.
- VIII. It is too early to take substantial export into consideration. The only articles which could be eventually sold abroad are standard belts and fancy belts without buckles and without holes.
- IX. To get a better quality of workmanship the training of stitchers must be continued especially on turned over edges, bound edges and double edges. The quality of sewing is still poor.
- X. The Leather Goods Department must get suggestions from the Sales and Marketing Department what kind of samples they would like to be prepared for their customers. In this connection leather from Kulitkraf's own tannery should be mainly used.

ANNEX I

Miss Hamidah's weekly progress report to the Managing Director

The Expert's counterpart Miss Hamidah binti Haji Hasbullah writes Weekly Progress Reports informing the Managing Director about the work in the Leather Goods Department. These reports show in detail how work is started and continually improved as follows:

1st Week

15th April 1972

- a. Fundamental knowledge of how to design Leather Goods.
How samples, patterns and cutting patterns are made.
What kind of tools are required for Leather Goods Production.
- b. First samples: key case; small, medium and large. Comb case, purses.
- c. Teach counterparts about raw hides and raw skins, Leather production, soaking, fleshing, hairing, splitting, tanning, vegetable tanning, chrome tanning, semi chrome tanning.

2nd Week

22nd April 1972

- a. Leather Goods Production - cutting, inking, edge setting, stitching, polishing.
- b. Time studies.
- c. Made the following samples: pocketbook, passport case, bill-fold with batik lining.
- d. Prepared for production 50 pieces of dice cups using a wooden last.
- e. Miss Siew Chan joins the team.

3rd Week

29th April 1972

- a. Principles of cost accounting for Leather Goods.
- b. Patterns for dice cups.
- c. Wri. oh straps made of lizard.
- d. Miss Cheong Suw Chan, Miss Wong Mee Yong, Miss Noormah Omar and Mr. Raja Shoeb are now working in the Department.

4th Week

5th May 1972.

- a. Dice cups are now in production.
- b. Cigar and cigarette cases are produced of lizard to be given as a present to His Excellency the Prime Minister.
- c. Ash tray made with a wooden block as base.
- d. Edge setting and edge polishing taught to all workers.
- e. Miss Rohani Ahmad joined the team.

5th Week

13th May 1972.

- a. Regular work and training stopped, additional girls brought in to assist in the production of 800 pieces of key cases (souvenir gifts for the opening ceremony).
- b. The enlarged Leather Goods Department worked overtime.

6th Week

20th May 1972.

- a. In the beginning of the week the production of key cases was finished.
- b. Making cushioned covers for jewellery cases.
- c. Basic rules for making ladies bags, design, sample, cutting patterns.
- d. Miss Yeowai Lan and Mr. Abdul Mutalid bin Hussein joined the team.

7th Week

27th May 1972.

- a. Gun Holsters are made.
- b. Samples are prepared for a desk calendar which may be used as a new year's present.
- c. Samples of belts are prepared using stock of Buckles.

8th Week

3rd June 1972.

- a. How Document Cases are made.
- b. Samples of purses with frames are made showing the same technique as required for production of Ladies Bags with frames.
- c. New styles for the desk calendar are prepared (eg. "The historical Puerta Santiago in Malacca").

9th Week

10th June 1972.

- a. In connection with an inquiry prepared samples of wrist watch straps.
- b. Practical cost accounting.
- c. Saddle's stitches - trained hand stitching of gun holsters - bottom part.

10th Week

17th June 1972.

Two new machines received from the shoe factory:

1. Skiving machine and
 2. Foot bed sewing machine
- a. Trained girls in turning over, joining and stitching the corners of main parts and gussets on Document Cases and Ladies Bags.

11th Week

24th June 1972.

- a. Prepared samples of different Belts, Casual Belts and Fancy Ladies Belts.
- b. Finished Key Cases by attaching hooks.
- c. Cost accounting.

12th Week

1st July 1972

Preparing for the Sales/Marketing Department a selected range of different samples with cost accounting for each article.
Joining gussets and main parts on document cases.
Cementing and stitching of zippers.

13th Week

8th July 1972

Forwarded to the Sales/Marketing Department various samples of small leather goods and belts - with cost accounts for testing the market.
Produced new styles of pocket books.
How to get from a sample sketch over a simple open edge article to more sophisticated articles up to ones with turned edges and silk lining.
In connection with a customer's claim found a better procedure for producing Dice Cups.

14th Week

15th July 1972

New samples are made of Document Cases with silk lining, zip-closing and inside pockets.
Belts are produced.
New styles, the old French Underarm Bag, serviette-couvert, made of one piece of leather.

15th Week

22nd July 1972

New Sample - a bigger Document Case in improved execution - with silk lining and zipper.
According to an inquiry made samples of a new Key Case combined with a small change purse.

11th Sept

17th July 1972

- a. Make a Register of all samples with sketches and description.
- b. Prepared a piece of fur (Cow Hide) for cutting (skinning and stretching).
- c. New samples: Key Case with change purse, Wrist watch Strap of fur.
- d. Training: folding and stitching of various parts and of guests for ladies bags and document cases.

11th Sept

18th August 1972

- a. Get a new order for belts from the Marketing & Sales Department, and also a new order for 50 Dice Bags in improved execution.
- b. New samples: Document Case with fur outside, zipper, silk lining and two inside partitions.
- c. New sketches and styles: Key Holders for h. table.

12th Sept

19th August 1972

- a. Finished the order for 50 Dice Bags in improved quality.
- b. Belts in production.
- c. New samples: Brown case change purse made in corrected technique. Army belt.

12th Sept

19th August 1972

- a. In production new order of belts.
- b. New samples: Fancy belt 90% from scrap leather, 10 leather strips joined by a strap.
Hot pack two different sizes for gentlemen and girls' utility pack.
Shoulder strap shopping bag.

20th Week

26th August 1972

- a. In production bolts.
- b. Ladies bags: construction of patterns for metal frames - inside down channelled.
- c. New samples: Ladies bag with open edge - sewing on machine caused trouble.
Ladies bag on wooden frame.
- d. Discussions concerning follow up after the Export leaves.

21st Week

2nd September 1972

- a. Ladies bag with new kind of attaching gussets inside turned.
- b. Ladies bag on frame with outside turned channel in soft leather folded.

22nd Week

9th September 1972

Programme of work:

- a. Discussions about quality control, wearing tests and other important technicalities.
- b. Follow up after the Export leaves.

ANNEX II

List of urgently required tools, devices and machines

	<u>US \$</u>	<u>US \$</u>
<u>TOOLS:</u>		
6 Upper Cutting Knives	3.-	18.-
6 Skiving Knives	1.25	7.50
3 Grinding Stones	- .50	1.50
6 Folding Bones	1.60	9.60
6 Awls	0.85	5.10
6 Edge Markers	1.-	6.-
6 Compasses for Leather G.	3.50	21.-
2 Sets of Punches	60.-	120.-
4 Stone Plates	7.-	28.-
3 Tongs for inserting leather into frames	14.-	42.-
3 Tongs for closing frames	20.-	60.-
2 Lining Irons	32.-	64.-
		<hr/>
		382.70
		<hr/>

MACHINES to be bought by end of 1973 if Ladies Bags and Document Cases are to be produced:

	<u>US \$</u>
1 Cylinder Bed Sewing Machine	800.-
1 Guillotine Cardboard Cutter (Hand operated)	750.-
1 Embossing Machine	550.-
	<hr/>
	2.100.-
	<hr/>

ANNEX III

List of leather goods magazines

American:

Luggage and Leather Goods III, 4th Avenue
New York N.Y. 10003
U S A

English:

Leather Goods, W. B. Tattersall Limited
36 - 37 Farnival Street
London E. C. 4

French:

Maroquinerie Sellerie et Bagages de France
Decroix & Johanet
7, rue Lauriston
Paris 16

Maroquinerie Voyage & Parapluie Editions Asterie
5, rue Greffulla
Paris 8

German:

Lederwaren Report Verlag Otto Sternefeld
Wilhelm Marx Haus
4 D u e s s e l d o r f
Lederwaren Zeitung Verlag F. 7 E. Friedling
P.O. Box 42
6078 Neu Isenburg (Hessen)

Die modische Tasche

Karl Haag Verlag

P.O. Box 383

Domstrasse 73

605 Offenbach am Main

Italian:

Arpel

Via Mascheroni 29

M i l a n o

Mipel

Aurelio Canevari Editore

Via Pecchio 18

M i l a n o

ANNEX IV

Newspaper Article - History of Kulitkraf

Utusan Melayu dated 15th May 1972 Page 10

Translation

Special Report on Official opening of Kulitkraf Sdn. Bhd. by the Honourable Tun Haji Abdul Razak bin Dato' Hussein, Prime Minister of Malaysia

The Prime Minister Tun Abdul Razak will officially open Sharikat Kulitkraf Sdn. Bhd. The Company has a capital of M\$ 3.5 million. They will be processing leather, making shoes and leather goods.

MARA played an important part in the establishment of Sharikat Kulitkraf, after finding that marketing of raw hides in the East Coast is not stable.

Because of this MARA implemented the project involving a large sum of money. MARA hopes the factory will be able to process raw hides available in this country.

As a first step to carry out this project, MARA has established several centres for processing raw hides obtained in the East Coast. Related work is done with the assistance of two Experts from India.

Launching of Industry

In pursuit of success achieved in the initial project, Kulitkraf was thereafter registered as a Company on 13th February 1968. The factory and office premises were constructed in Petaling Jaya with the advice of a United Nations Expert, Dr. F. Gergely. The first phase of processing raw hides was completed on 1st May 1969 with 30 employees, and the first products were marketed on 1st July 1970.

The second phase of shoes manufacture began in June 1970 by means of manual labour. Products manufactured entirely by machines commenced in January 1971. The delay of marketing the products was due to time being used for more than $\frac{1}{2}$ year to train the workers.

Company Management

With view to smooth out the entire services of the Company, Kulitkraf is divided into several Divisions. Activities in the Administration Division are channelled to the Divisions of Sales & Marketing, Leather Production, Production of Shoes, Leather Goods and Leather from reptiles such as crocodiles, snakes etc., Machinery Workshop and finally Distribution Division and Store.

At the moment Kulitkraf has 320 employees in all Divisions. In manufacturing its products Kulitkraf constantly maintains the quality, and to keep this up Kulitkraf has sent several officers abroad for advanced training of an international standard.

They have now returned to serve in the Company.

One of the Officers who have been trained is Mr. Noordin bin Shaari who is now in charge of the Processing Division of raw leather. He has done his training in India, Holland, and has also worked in many leather factories in Holland, Germany and Switzerland.

In the Shoes Division, the Company has obtained two skilled workers from Cordwainers Shoes Manufacturing College in London. They are Mr. Basir bin Abu Kassim and Abdul Malek bin Che Teh. Kulitkraf has also taken in some workers from the National Youth Training Centre.

Attitude of Widely Publicising Imported Goods
no longer Relevant - Chairman

The Chairman of Kulitkraf, Mr. Othman Ahmad, through this special article on the official opening of the Company, hopes that people of this country change their attitude of widely publicising every kind of goods that are imported.

According to him, this kind of attitude is no longer suitable to practise at a time when Malavsia is forging ahead in her industrial developments.

Kulitkraf was established as an exploratory move for indigenous people of this country, to reactivate their participation in leather and shoe industries, to meet local demands. Kulitkraf will be given to indigenous people to manage when time comes. Though it will take time, but it is considered necessary vis - a - vis the open marketing which is constantly meeting challenges.

The quality of Kulitkraf products should be so assured that before they are marketed, it is hoped they would be the best which can be purchased.

Mr. Othman Ahmad wishes to express to all employees of Kulitkraf his congratulations on their achievements and high morale they have manifested. He also hopes that they would regard themselves working in Kulitkraf as working in their own firm.

MARA Secretary appointed as Managing Director of Kulitkraf

Mr. Yahya bin Mohd. Noor who served in MARA for 17 years, is the Managing Director of Kulitkraf Sdn. Bhd. He has served as MARA Officer in the State of Kelantan and Malacca, and was acting Secretary of MARA for a year in 1965.

In 1966, Mr. Yahya has attended courses on Research of Industrial Administration Science in Delft, Holland.

To further his knowledge in the systems of shoe production, Mr. Yahya has, in 1968 visited Leather and Shoe Factories in Paris, West Germany, Copenhagen, Zurich and Indonesia. In the capacity of Managing Director, Mr. Yahya stressed his hope that children of indigenous people of this country seize the opportunity offered to them by Kulitkraf for their advantage in leather industry. For instance, Kulitkraf has been able to train those inclined to learn the methods of processing leather and making shoes for their own enterprises. Mr. Yahya further hopes that the time will come when more and more indigenous people will participate in the fields of Distribution and as Sales Agents for shoes in this country.

Members of Board of Directors for Kulitkraf

Chairman:	Mr. Othman bin Ahmad, Director for Industrial and Trade Division
Managing Director:	Mr. Yahya bin Mohd. Noor
Directors:	Mr. Ahmad bin Awang, Director of Accounts Finance, MARA Headquarters.
	Mr. Wan Abdul Hamid bin Mohd. Salleh, General Manager, Pemas
	Mr. Zain Azhari bin Dato' Zainal Abidin, Private Lawyer, Kuala Lumpur.
	Mr. Mohamed bin Hashim, I.C.I. Marketing Manager.

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Translation

Kulitkraf Marketing Extends up to 90% to Government Departments

The current marketing of shoes by Sharikat Kulitkraf is divided into two categories i.e. Service Markets and Open Markets to the public.

Large scale marketing extending up to 90% of the firms products depends upon Government Departments/Public Services. Public Services are hereby meant the Police, Army, Fire Brigade and other services such as Postal Department etc.

This kind of marketing is done in the form of contracts channelled through tenders by the Departments concerned. In order to obtain certain tenders successfully, the Company has to compete with other firms manufacturing similar products.

The best quality and durability are some factors that contribute to the success achieved from each big tender.

Generally these shoes will have to undergo certain tests from those calling for tenders.

Competition

Although Kulitkraf is facing keen competitions, it has successfully obtained several contracts for supplying shoes to several Government Departments and the Army at the moment. This is due to the fact that Kulitkraf is capable of offering the best quality at a reasonable price.

The second type of marketing is the sale open to the public. At the moment sale of this kind is limited. This is because the Company is still in the process of making preparations vis-a-vis the present marketing.

We cannot deny that the public accept imported shoes, even though

the quality of locally - made shoes are to their satisfaction. To determine marketing that is satisfactory, Kulitkraf intends to work together with well-known Shoe Manufacturing Companies in Europe to produce high quality shoes in this country with the possibilities of exporting them overseas.

Opening of Centres

In any case, Sharikat Kulitkraf up to the present time has already established its marketing centres in certain states in this country.

Public sales such as those mentioned earlier are found at Pusanara Kuala Lumpur; Kulitkraf Branch in Trengganu and also in Malacca where Women Co-operative Company acts as its sales agent. Sharikat Kulitkraf also intends to publicise their shoes they manufacture when the public sales marketing reaches the level of big scale production.

Apart from shoes existing in the current range, Kulitkraf also markets processed leather for relevant entrepreneur.

Marketing Manager originating from a Teacher

The Sales and Marketing Manager is Mr. Ghazi Hj. Ramli an ex-teacher in a secondary school in Kedah.

Owing to his strong inclination to business, Mr. Ghazi quit his post, which he held for three years, to enable him to further his studies abroad in the field of business and commerce.

On his return from New Zealand, where he studied for four years, and graduated as Bachelor of Commerce in the University of Canterbury, Christchurch, he served in MARA Division of Commerce and Business.

Mr. Ghazi worked in Kulitkraf with effect from the end of 1971. Whilst in New Zealand, Mr. Ghazi worked in firms manufacturing clothes, lorries and machines.

Two Experts of the UNITED NATIONS

For the purpose of further widening their experience in the fields of production of shoes and leather goods, Sharikat Kulitkraf is very grateful and proud to receive instructions and directions from two Experts who have vast experience in those mentioned fields. They are on secondment from the United Nations Industrial Development Organisation.

Mr. Jelko A. Rant, an Expert in affairs of Leather Goods is very happy to be serving in Sharikat Kulitkraf.

While Mr. R.F. Ledger who is an Expert in the affairs of shoe manufacture, was once a General Manager of John White Company in Singapore, before he joined the United Nations Industrial Development Organisation.

Two Employees Having Good Future Prospects

"Hard work and perseverance are ladders to success" is the philosophy that two Kulitkraf employees in Petaling Jaya strongly believe and who have scored excellent success in their respective fields of duties.

The employees referred to are Mr. Ismail Othman and Miss Hamidah binti Haji Hasbullah in the Leather Goods Division.

Mr. Ismail and Miss Hamidah are also the employees who have bright future prospects.

Prospects

This was said by an Expert in the Leather Goods Division, Mr. Jelko A. Rant from the United Nations Industrial Development Organisation who is seconded especially to work with Kulitkraf. According to Mr. Rant both Mr. Ismail and Miss Hamidah are efficient and the most rapidly promoted to the extent that Kulitkraf itself regards them as its prospective employees in future.

Mr. Ismail, who is now holding a post of trainee Supervisor, has just returned from West Germany, where he took up a 4 months course in Shoe Production. Mr. Ismail, aged 24 years and born in Malacca, has followed a one year training course in Mara Handicrafts. Miss Hamidah has been for 4 months as designer in Kulithraf but her work is most satisfactory, and based on her excellent success in her work there is a possibility that she will be sent abroad by Kulithraf for pursuing similar courses as those given to Mr. Ismail before.

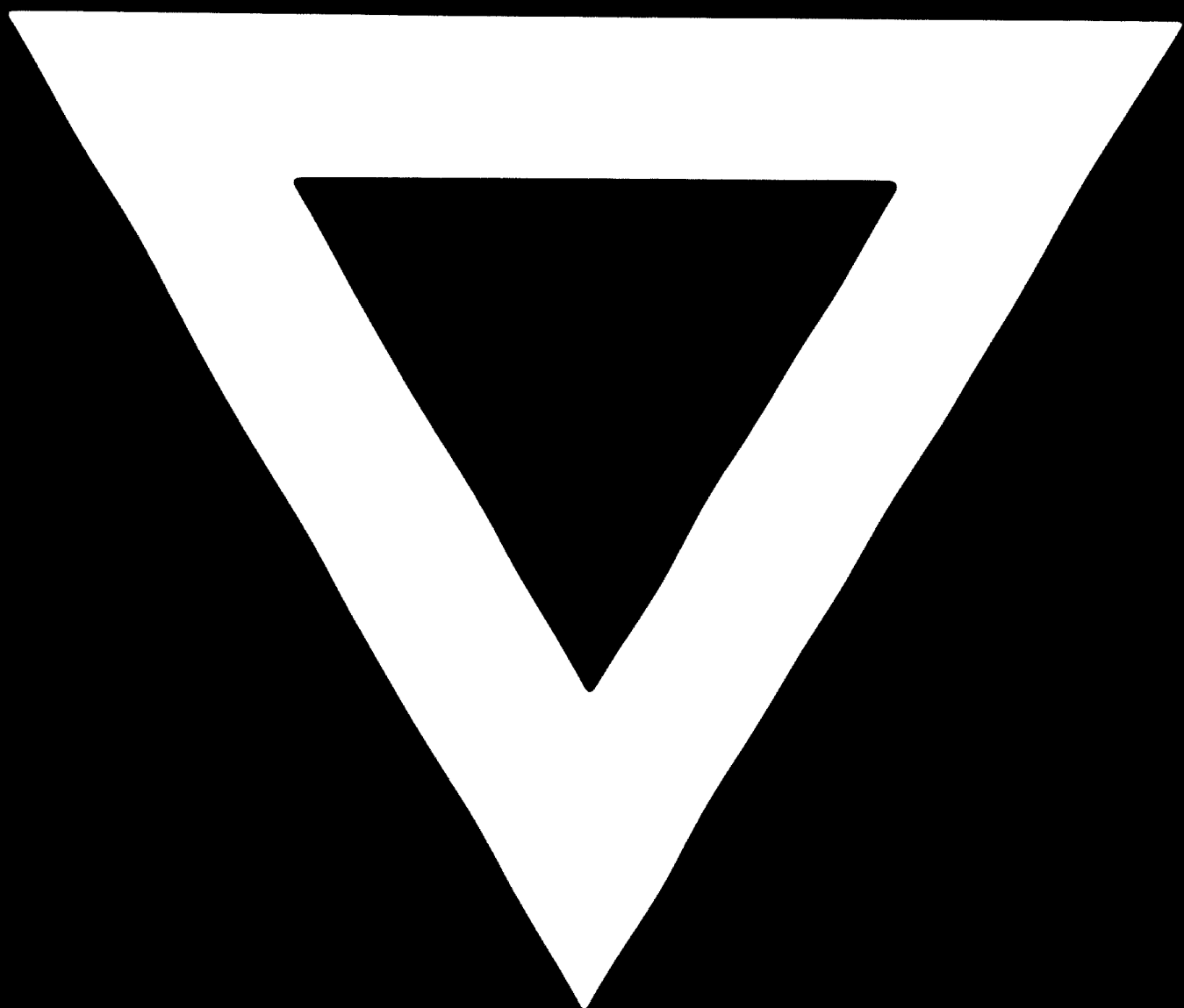
Both Kulithraf prospective workers are at the moment engaged in making Souvenir Items from leather such as money-purses etc.

Satisfaction

The posts that the above two employees hold are appointments in the newly established division in Kulithraf under the supervision of an Expert of the Leather Goods Division Mr. Jelke A. Hart.

The Director of Kulithraf, Mr. Yahya bin Mohd, Noor expressed the hope that with the establishment of the new Division, Kulithraf will be progressing further ahead to make Malaysia well-known in the field of industry.





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