



# SHAH RUBBER PRODUCTS

## COMPANY PROFILE

CEO: Syed Sarfaraz Ali

### SHAH RUBBER PRODUCTS.

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## I. CORPORATE HISTORY

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**SHAH RUBBER PRODUCTS.** was incorporated in 2003 and more than 25 years back started off as a small manufacturing shop in the Center of the city Karachi With tremendous hard work and sheer dedication, the company became The leading rubber and plastic parts companies of two, three wheeler and four wheeler vehicles across Pakistan. During its infancy period, the company provides the best quality parts in Pakistan It has position market leader since 2004 due to the quality service and timely supply across Pakistan.

**SHAH RUBBER PRODUCTS** was organized to be responsive to the emerging new technologies in the Automotive industry by constantly monitoring new products and services fitted to the needs of the customers, establish new product lines for value added services of the service providers.

In so doing, the company has also employed Highly Qualified, technical, well disciplined, and field tested and experienced manpower to do their related jobs, with effectively and efficiently. The unending cross training among each of the experienced employees has further enriched the company's readiness to meet the demand of the future and readiness to serve the needs of its valued customers nationwide.

## II. CORPORATE VISION

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To become the benchmark manufacturing company of the automotive industry this provides world-class products to its customers with continuous improvement driven by the integrity team work and creativity of our people

### II.I CORPORATE MISSION

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**SHAH RUBBER PRODUCTS** will provide the high test quality products to our customers, while striving make them the leaders in their respective industries, TO guarantee our continued success we will achieve a reasonable profit, continue to be the leader in our industry through individual and combined dedication, innovation and integrity. We will give our employees the opportunity for both personal and professional growth.

### **III. QUALITY POLICY**

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#### **Objective**

The Company's main objective is to operate a commercial organisation, which will provide to the customer best quality products in Rubber Parts, Plastic Parts & in Sheet metal Parts.

#### **Method**

- To provide best service, this is the customer's natural first choice supplier
- To maintain a broad base of customers, spread across the automotive, electrical, mechanical and domestic industries

#### **Management System**

Management objectives are set, monitored and modified through management review. Quality Management ensure that an Organization, Product & Service is consistent. The Quality Management System and quality policy are monitored through this review to ensure an ongoing improvement of effectiveness so that they continue to reflect the needs of customers and ensure their continued satisfaction.

**CHIEF EXECUTIVE OFFICER (CEO)**  
**SYED SARFRAZ ALI**

#### **IV. Environmental & Safety Policy**

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**Shah Rubber Products** intends all members of the Company to be mindful of the environment and safety during their everyday activities. All employees have responsibilities for policy implementation and can all participate and contribute to its success through their actions and suggestions. Increasing the awareness and knowledge of all employees shall strengthen this environmental and safety culture.

The Company is committed to maintaining compliance with relevant environmental legislation, regulations, Approved Codes of Practice and other requirements, which relate to the Company.

The Company is committed, within commercially acceptable constraints, to continually improve environmental performance and prevent pollution, minimising waste with emphasis on source reduction and recycling.

Objectives shall be set, monitored and where necessary modified through Management Review. These objectives may include specific targets for measurable elements of the Company's activities, or be project based with specific target dates.

The Company will promote its objectives internally or externally, where appropriate, and will respond positively to enquiries and suggestions from both inside and outside the Company.

**CHIEF EXECUTIVE OFFICER (CEO)  
SYED SARFRAZ ALI**

# SHAH RUBBER PRODUCTS

## V. Introduction to Management

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### *Introduction with Top Management*

The Top management of Shah Rubber Products consists of 6 Persons; they all are performing their duties with lot of dedication and hard work.

The personal information regarding them is as follows:

**1- Mr. Syed Sarfraz Ali:**

By profession he is an Entrepreneur and have vast experience regarding running an Own business. He is Chief Executive Office. Looking all matter related to Organization.

**2- Mr. Nasir Fareed**

He is Concern with Finance, in his supervision Finance and Accounts departments and he is responsible for both department Finance & Accounts, his designation is CFO (Finance & Accounts)

**3- Mr. Imtiaz Ahmed Siddiqui**

He is Concern with Production, he has very track record and good exposure of Production and he is responsible for Production department, his designation is Senior Manager (Production & SCM)

**4- Mr. Zeeshan Ali**

He has a very good track record of HRM and Administration, and He is dealing with all HR and Admin related matters, and Purchasing, Stores Department also in his supervision

**5- Mr. Mukesh Kumar**

By Profession he is a Engineer and responsible to look after all Development and Quality Related Matters, and he is as Manager (PD & QA)

**6- Mr. Fahad Dilshad**

He has very excellent knowledge and experience that how to manage the functions of Supply Chain Management, Purchasing, Procurement, and Store He is as Manager (Store & SCM)

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## Introduction with the Middle Management

Middle Management consist of 7 persons related with different departs of different divisions.

1- Mr. Ibad Ur Rehman:

He is the man belongs to production department, under his supervision is Auto Injection Moulding shop. He is responsible for Production department planning.

2- Mr. Fazal:

He is the man belongs to Supply Chain Management department, under his supervision are all Supply chain Activities. He is responsible for Supply Chain Activities.

3- Mr. Azhar:

He is responsible for Supply preparation as per give schedule and dispatch to customer and involve in supply activities at Customer end. And also responsible to give feedback to HOD, related to Supply matters.

4- Mr. Shahroz:

Concern with Warehouse & Store, and he is responsible person for taking work from these departments. He is responsible for all store and warehouse related activities.

5- Mr. Shahzad:

Concern with Maintenance & Auto Shop, and he is responsible person for taking work from these departments. He is responsible for all Production Activities and Maintenance work.

6- Mr. Kashif Hussain:

Concern with Quality Control and Quality Assurance, and Quality Control & Assurance his prime duty and he is responsible for making Receiving, line and Final Inspection reports.

7- Mr. Umair:

Concern with Finance & Accounts department, He is responsible for all Financial Matters and report to HOD.



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## Introduction with First Line Management

The Front Line Management consists of 10 persons.

### 1- Mr. Shoaib:

He is the man who doing outdoor purchasing activities and other outdoor maintenance work

### 2- Mr. Bilal:

He is the Quality Inspector (Line Inspection) and Making related reports on daily basis. The quality matters control by him. So he is responsible for quality checking on all the stages. Quality control Quality assurance his prime duty.

### 3- Mr. Zohaib:

He is responsible for Record keeping of Inward and outward item from Warehouse and Store department.

### 4- Mr. Noor:

He is in-charge of Maintenance Shop; He is dealing with all maintenance work in plant, Report to HOD.

### 5- Mr. Taha:-

He is dealing with Patti Cash and other accounts related matter and reports to HOD.

### 6- Mr. Shahzaad:

He is dealing with production related activities in Press Shop

### 7- Mr. Faizan:

He is dealing with production related activities in Press Shop and also outdoor work related to press shop.

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## VI. Briefing about Departments

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We have 9 Major Department which are Head by CEO Syed Sarfraz Ali, these are in list below:

- 1- *Finance & Accounts*
- 2- *Admin & H.R*
- 3- *Production*
- 4- *Supply Chain*
- 5- *Marketing*
- 6- *Development*
- 7- *Quality Control & Assurance*
- 8- *Store & Purchasing*
- 9- *Packing*

# SHAH RUBBER PRODUCTS

## VII. Facility at glance

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### *A- Production Department:*

We have qualified Staff to make effective planning and to running smooth production flow and also ability to enhance our production. They are capable of control & Manages, if in case any hurdles occurred during production, and also the counter measures will be taken right on the spot. Because production plays very vital role in growth of any organization

- 1- *Auto Injection Moulding shop*
- 2- *Press Shop*
- 3- *Semi Auto Injection Moulding Shop*
- 4- *Re cycling/Cushing Shop*
- 5- *Paint Shop*
- 6- *Rubber Hydraulic Shop*

### *B- Research & Development (R & D) Department*

Research & Development Department, manage by qualified and experienced engineers who are well versed in the Research & Development, R & D introduce & improvement in company products & procedures. We have Designing facilities by using latest software. Our Products Developed In house and outsource from China, Thailand and Japan and per customer requirement.

### *C- Quality Department*

Precision Automotive Parts demand an integrated quality control system. Each stage of manufacturing is controlled by a standard flow of information. From material receiving, to in process Inspection, to a final detailed inspection report, our quality system ensures your parts meet or exceed your requirements

### *D- Supply Chain Department*

The main goal of this department involves management of a wide range of components and processes, such as storage of raw materials, managing the inventory, warehousing, and movement of finished from the point of manufacture to the point of consumption

### *E- Packing Department*

Our company focuses on Packaging systems, we are controlling mainly following functions of packaging:

- 1- Production Identification tag
- 2- Product protection
- 3- Easy to Handle

# SHAH RUBBER PRODUCTS

## VIII. OUR CUSTOMERS

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PAKS SUZUKI MOTOR CO LTD



HINOPAK MOTOR CO LTD



AL-HAJ FAW MOTOR



AL-GHAZI TRACTOR



DS MOTOR PVT. LTD



MASTER MOTORS



N. J AUTO INDUSTRIES



CROWN MOTORS



RAAZY MOTORS



MEMON MOTORS



DEWAN FAROOQUE MOTORS



PAKISTAN BEVERAGES



SSGC



K-ELECTRIC



# SHAH RUBBER PRODUCTS

## IX. AFTER SALES SUPPORT

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**SHAH RUBBER PRODUCTS** employs a team of experienced Mechanical electronics and electronics engineers trained to install, commission, test, repair and maintain the following products offered:

Our engineers are tasked to attend to customers' technical needs on a 24-hour, 6-days a week on call basis. A service and maintenance arrangement is available upon request on the above products to ensure equipment reliability and to facilitate prompt response for its repair.

**SHAH RUBBER PRODUCTS** has been maintaining an adequate inventory of sold products in support to existing installations requiring temporary replacements of faulty units while the customer units undergo foreign or local repair services.

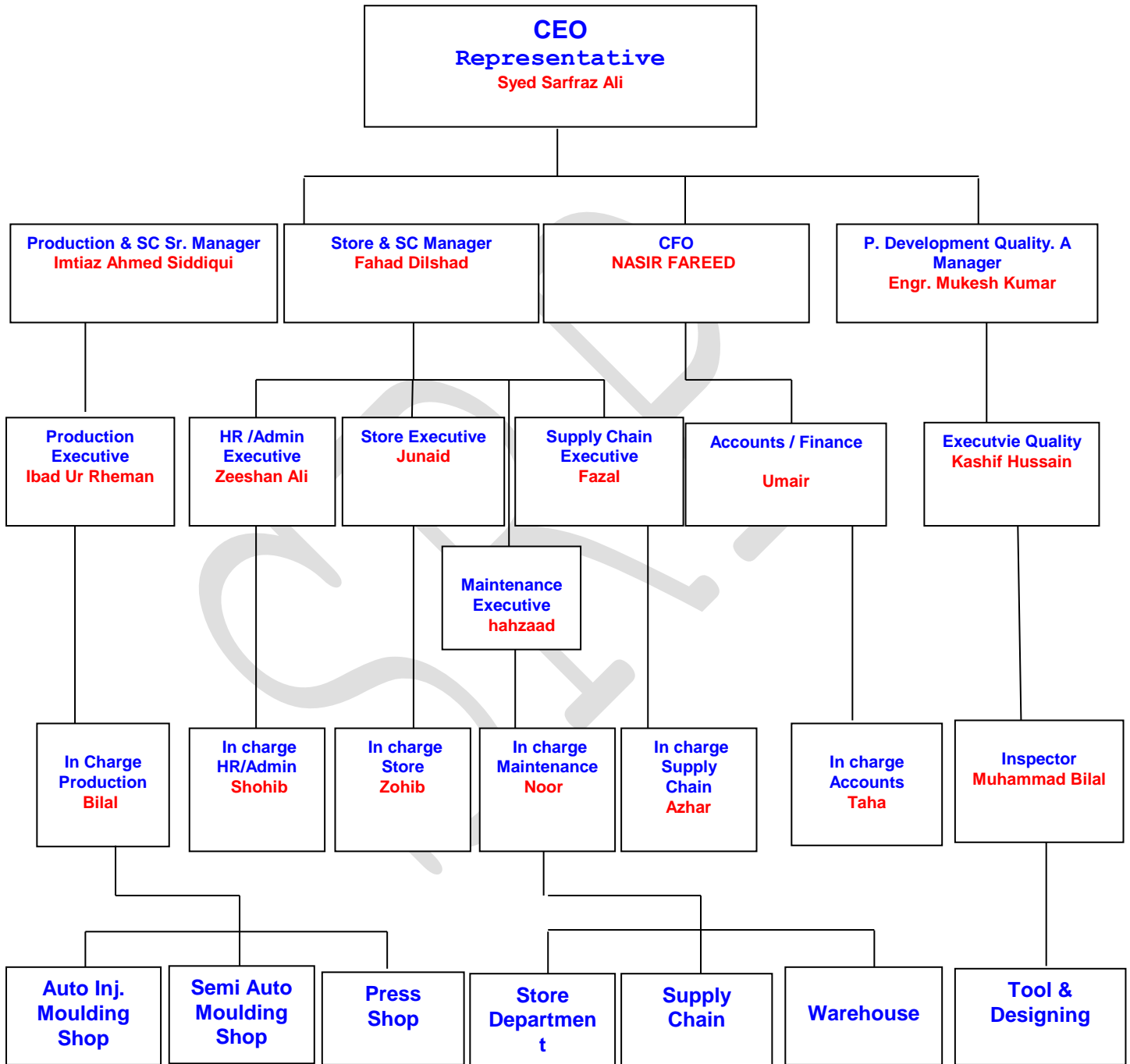
At **SHAH RUBBER PRODUCTS** we commit ourselves to provide high quality service and after sales support to achieve utmost customer satisfaction and care.

SHAH RUBBER PRODUCTS

# SHAH RUBBER PRODUCTS

## XI. Management Systems

### Interrelation of personnel

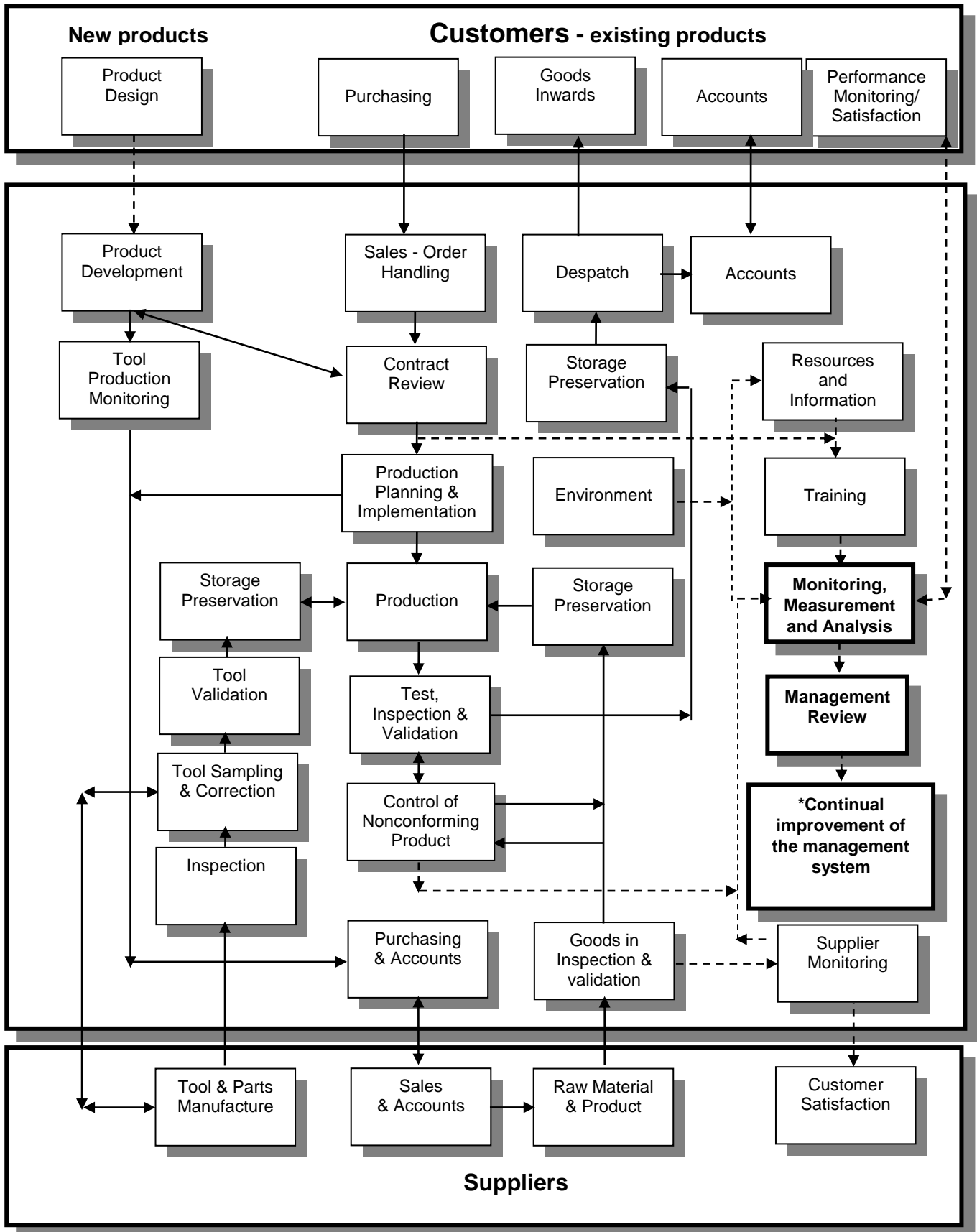


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## Management Systems Process Interaction

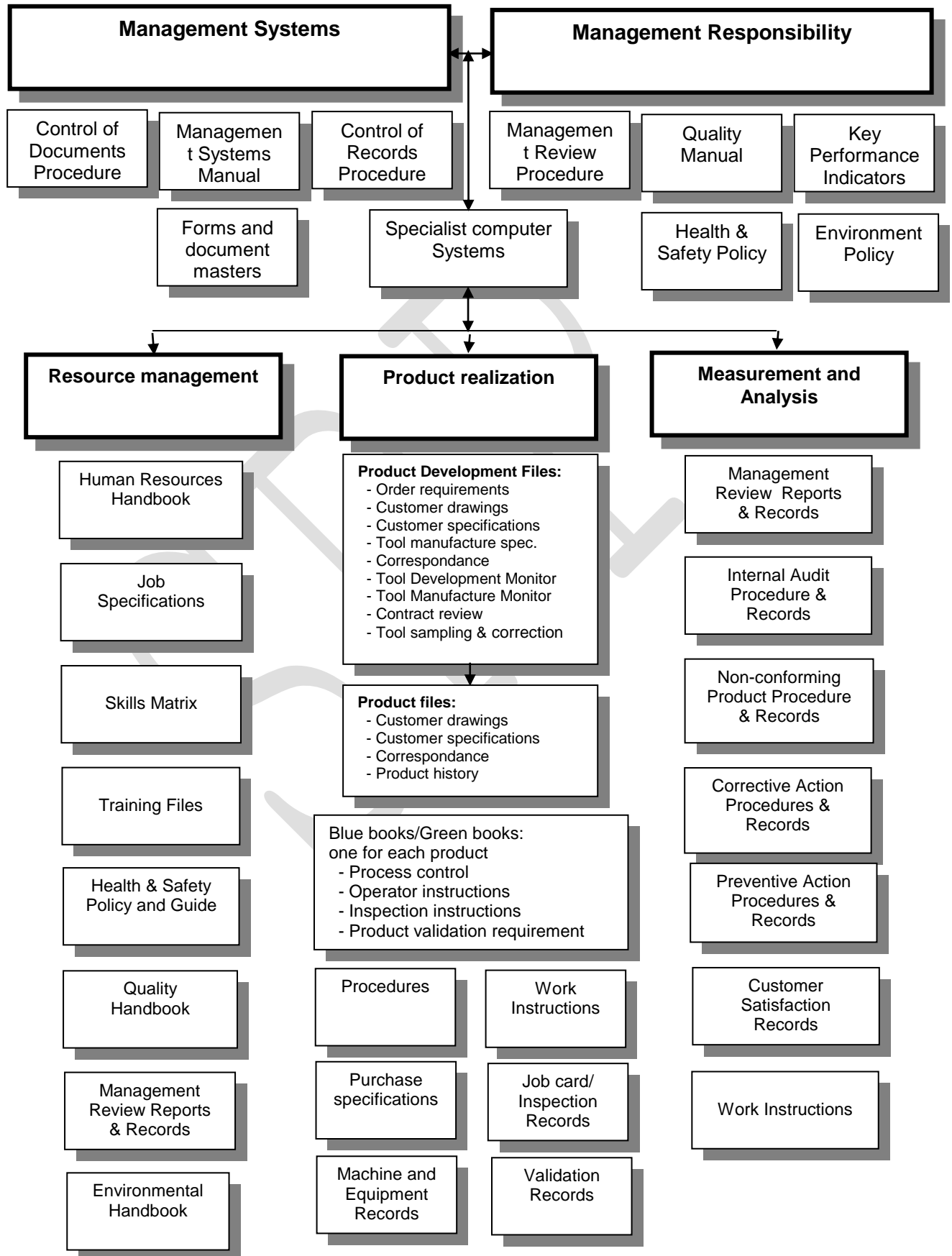
----- Information flow

————— Process action



# SHAH RUBBER PRODUCTS

## Management Systems Interrelation of documentation





# SHAH RUBBER PRODUCTS

## XII. LIST OF MACHINERY

### INJECTION MOULDING MACHINES

|           |                       |                 |          |
|-----------|-----------------------|-----------------|----------|
| <b>1</b>  | <b>JON WAI</b>        | <b>800 TONS</b> | <b>1</b> |
| <b>2</b>  | <b>JS W</b>           | <b>550 TONS</b> | <b>1</b> |
| <b>3</b>  | <b>JET MASTER MK3</b> | <b>368 TONS</b> | <b>1</b> |
| <b>4</b>  | <b>NISSIE</b>         | <b>200 TONS</b> | <b>1</b> |
| <b>5</b>  | <b>JET MASTER MK2</b> | <b>175 TONS</b> | <b>6</b> |
| <b>6</b>  | <b>NIGATA</b>         | <b>160 TONS</b> | <b>1</b> |
| <b>7</b>  | <b>SUMITOMO</b>       | <b>150 TONS</b> | <b>2</b> |
| <b>8</b>  | <b>UNIMAX</b>         | <b>150 TONS</b> | <b>1</b> |
| <b>9</b>  | <b>POYUEN</b>         | <b>110 TONS</b> | <b>2</b> |
| <b>10</b> | <b>NIGATA</b>         | <b>100 TONS</b> | <b>1</b> |
| <b>11</b> | <b>NISSIE</b>         | <b>80 TONS</b>  | <b>1</b> |
| <b>12</b> | <b>JET MASTER MK2</b> | <b>75 TONS</b>  | <b>2</b> |
| <b>13</b> | <b>FSC</b>            | <b>75 TONS</b>  | <b>4</b> |






### PRESS SHOP

|           |                             |                |          |
|-----------|-----------------------------|----------------|----------|
| <b>1</b>  | <b>MECHANICAL PRESS</b>     | <b>10 TON</b>  | <b>2</b> |
| <b>2</b>  | <b>MECHANICAL PRESS</b>     | <b>20 TONS</b> | <b>2</b> |
| <b>3</b>  | <b>MECHANICAL PRESS</b>     | <b>30 TONS</b> | <b>3</b> |
| <b>4</b>  | <b>MECHANICAL PRESS</b>     | <b>50 TONS</b> | <b>2</b> |
| <b>5</b>  | <b>MECHANICAL PRESS</b>     | <b>100 TON</b> | <b>1</b> |
| <b>6</b>  | <b>MECHANICAL PRESS</b>     | <b>150 TON</b> | <b>1</b> |
| <b>7</b>  | <b>SPOT WELDING</b>         | <b>125 KVA</b> | <b>1</b> |
| <b>8</b>  | <b>CO 2 WELDING</b>         | <b>400 A</b>   | <b>1</b> |
| <b>9</b>  | <b>LATHE MACHINE</b>        | <b>6 FT</b>    | <b>1</b> |
| <b>10</b> | <b>LATHE MACHINE</b>        | <b>5 FT</b>    | <b>3</b> |
| <b>11</b> | <b>DRILL MACHINE POSTAL</b> |                | <b>1</b> |
| <b>12</b> | <b>TAPPING MACHINE</b>      |                | <b>1</b> |
| <b>13</b> | <b>STAND GRINDER</b>        |                | <b>1</b> |



# SHAH RUBBER PRODUCTS

## XIII. LIST OF Equipments

|  |  |          |
|--|--|----------|
| <b>1 HEIGHT GAUGE MANUAL</b>           |  | <b>1</b> |
| <b>2 MICRO METER</b>                   |    | <b>2</b> |
| <b>3 VERNIER CALIPER DIGITAL</b>       |  | <b>2</b> |
| <b>4 VERNIER CALIPER MANUAL</b>        |    | <b>4</b> |
| <b>5 SURFACE PLATE</b>                 |  | <b>2</b> |
| <b>6 ROCKWELL HARDNESSTESTER</b>       |  | <b>1</b> |
| <b>7 RUBBER HARDNESSTESTER</b>         |  | <b>1</b> |
| <b>8 TAPER GUAGE</b>                   |    | <b>1</b> |
| <b>9 FEELER GUAGE</b>                  |    | <b>1</b> |
| <b>10 RADIUS GUAGE</b>                 |  | <b>1</b> |
| <b>11 BEVEL PROTECTOR</b>              |  | <b>1</b> |
| <b>12 DIGITAL BARBECUE THERMOMETER</b> |  | <b>1</b> |



# SHAH RUBBER PRODUCTS

## XIV. PART LIST (4- Wheeler Rubber Parts & Sheet Metal Parts)

COVER FR BACK FRAM R&L

COVER HINGE OUT SIDE

KNOBE RECLIGN-R & L

Cover Steering Column

Air Filter

SCUFF SIDE SILL REAR L&R

GARNISH L & R

COVER RECLIGN OUT SIDE L

WHEEL Cap

HANDLE DOOR INSIDE PULL

Stay RR Licence Lamp

Bumper Holder Fr R & L

Bumper Holder RR R & L

SCUFF SIDE SILL FRONT L & R

**Sheet Metal Parts**

BRACKET BACK DOOR BALANCER

BRACKET COMP BRAKE RESERVOIR

BRACKET BACK DOOR LOCK LINK

PATCH BACK DOOR R & L

REINF UPPER ARM R & L

COVER PIPE CENTER, REAR AND FRONT

# SHAH RUBBER PRODUCTS

## PART LIST (2- Wheeler Rubber Parts)





# SHAH RUBBER PRODUCTS

## PART LIST (2- Wheeler Rubber Parts)



MUDFLAP REAR & FRONT



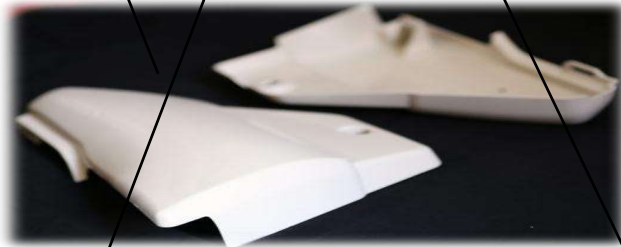
HEADLIGHT



HANDLE GRIP



TOOL BOX NEW MODEL



SIDE COVER L & R



FRONTFOOTREST



DRUM RUBBERS



REAR FOOTREST

