

Multilac Takes 187 Dealers To Malaysia



Multilac, a company that strongly believes in achieving success in terms of the triple bottom line – people, planet and profit – gifted 187 of its best dealers with an all-expense-paid tour to Kuala Lumpur, Malaysia. This was done with the objective of developing people and recognising their efforts and hard work towards sustaining Multilac's position as a market leader in paints.

The first day of the Malaysia tour was dedicated to familiarising them with the Kuala Lumpur surroundings, complemented by meals at star class restaurants, whereas the entire second day was spent at the Sunway Lagoon where they enjoyed the many rides and exciting activities of the Sunway Lagoon Theme Park. The Theme Park is divided into five main sections – Water Park, Amusement Park, Wildlife Park, Extreme Park and Scream Park – each with enjoyable as well as thrilling experiences that are distinctive to the sections. Some of the exciting activities at the Theme Park included Bungee Jumping and Go-kart rides, along with rides in the Wildlife Park. The dealers were taken on a Kuala Lumpur city tour on the third day, where they visited some of the city's iconic landmarks including the National Museum, Sultan Abdul Samad Building, Petronas Twin Towers, King's Palace and the National Mosque. Enjoying the views of magnificent skyscrapers that soar to unbelievable heights and the colonial buildings that have still retained their age-old charms, the dealers got to see the 'soul of Kuala Lumpur' during this trip.

Throughout the tour, the dealers were entertained and treated with luxurious amenities and a gala time, adding many colourful experiences to their lives. Multilac believes that this is an ideal way to recognise the efforts of dealers, while making improvements in their living standards by providing opportunities for them to explore and travel and also a perfect impetus for them to work towards further increasing their sales targets.