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QWIKMAIL/ DEVELOPMENTS



The news release to management and staff came out at 3.00 p.m. on Friday. Euan Lock briefed the managers at the afternoon meeting that Qwikmail had bought a medium-sized but very significant company in Kuala Lumpur, Malaysia, in which it would have total management and operational control. The purchase was a strategic move as the company was the second biggest mail distribution company in South-East Asia and Qwikmail saw this as an ideal opportunity to get a foothold in this area, using local staffing and expertise.

His father, Auburn, had written the news release himself and, before reading it, Euan referred to an attachment of the brief which he thought may be of great interest to a few of the managers there. It was a request for interested staff wishing to undertake a short- to medium-term relocation to Malaysia, to submit an expression of interest in writing to HR in confidence. Euan then read out the release:

Qwikmail Australia Pty Ltd has announced plans to buy MAIL-MALAYSIA, a medium-sized, British-founded company of some 22 years. General Manager, Auburn Lock, said in Sydney today, that he was extremely excited about the prospect of entering the Asian market. He will be arranging for some of his management team to oversee the handover and interim operations of what will become its Asian operation, which will trade under the Qwikmail name. When questioned about a Manager to be responsible for the branch, he replied that he had selected the person and an announcement would be forthcoming.

Having completed the reading of the release, the managers' meeting became noisier as they discussed possibilities for the new position and consequent reshuffles. When the telephone rang, it was Lock from Sydney who wished to announce that the new person who had agreed to head up the Malaysian operation would be Ian Hamilton.