



METRO FREIGHT LIMITED

No Less Than Genuine

LORNA WONG believes in the moral edict of utmost commitment to the customer.

Good service is meant to be bettered. Businesses must constantly improve on delivery in any climate, while following the spirit of their promises. The shortcomings of one company spell opportunity for another, or in quite a few cases, even lead to a new company's formation. Such was the case when the seasoned logistics organization Metro Freight Limited established itself in 2009.

"The idea of Metro Freight has been around for awhile," says Managing Director Lorna Wong. "The company that my teammates and I used to work for took towards a new business direction. I thought it was the right time to set up my own company," she says.

Opportunity hardly knocks with ideal conditions. The freight forwarding trade has been experiencing its share of high seas and troubled waters. These circumstances have caused other players to shave on quality for their dollars' sake.

"It has been a difficult time for our industry in these last few years, especially as the economy worldwide has not been doing well," says Wong. "Yet, I see hope in this industry in the coming future, with Metro Freight's core values – which is to provide excellent service that benefits most, even if it usually is not the most profitable course."

Respond and Adapt

The Metro Freight team is a tactical unit, equipped with the latest technology and interminable data connectivity. "We connect closely with overseas agents and clients 24/7 and make sure we are ready with prompt actions and solutions at all times," says Wong.

"In all cases, we study clients' requirements thoroughly to make sure we offer the most suitable arrangements



Lorna Wong,
Metro Freight Managing Director.

– the ones that make them smile. Every case, like each of our clients, is unique. We insist it is best to tailor-make arrangements for each case."

To serve a broad and varying set of clientele, many concessions must be made. Whereas other companies toe the line, Metro Freight is willing to adjust, albeit carefully.

"Credit offering is the most cautious issue we need to pay attention to. This indeed is of essence in our kind of business."

The smaller, more connected, and dotcom-driven world has created many interesting market segments – areas that Metro Freight is eager to capitalize on. "Nowadays, more clients are looking for new markets that characteristically make small orders," says Wong. "With our close connections and track record for quick action, we can suitably be their perfect partners. We have seen our door-to-door service on small shipments growing regularly in recent months."

Innovate and Expand

With service spanning more than 130 key territories across Europe, the

Americas, Africa, the Middle East, Asia and Oceania, the possibilities for Metro Freight's vast network continue to grow. Ensuring that the company can capitalize on this outlook is Lorna Wong's current concern.

"Most of our team members have over ten years experience in this field," she says. "Therefore, to have new blood and provide them with ample training is what we are going to focus on this year. The skills and connections of our experienced staff, coupled with the fresh ideas that the new hires can bring to the table is good chemistry that I look forward to having in our company, leading to better service provision."

Throughout long business days, "satisfaction drives you to success" is a motto and chief value shared by Lorna Wong and all members of her team. The passion for, and glee derived from gratifying clients first, has established Metro Freight as an exemplary multimodal shipping company. ■

