Flow

PETRONAS

REINVENTING RETAIL

14 THE ART OF ADAPTATION

36 FUEL RIGHT

44 THE GRADUATE OF HARD LIFE

Issue 3, 2017

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ON THE COVER

Driven by technology, consumers of today wield greater power over businesses than ever before, resulting in companies racing to nd insights into needs and demands as well as creating novel experiences to retain loyalty.

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GREETINGS

Welcome to the third edition of Flow where we bring forth stories of change.

The cover story Reinventing Retail talks about how petrol stations are evolving to respond to the shifting landscape of consumer needs and demands. The station of tomorrow will be more than a place to refuel your car, perhaps also a sanctuary for the modern lifestyle.

The story on retail won't be complete without featuring voices of customers who have journeyed with our stations from day one and dreams of younger customers for future stations. You will nd their stories and ideas featured throughout the magazine.

The changing consumer landscape has impacted both B2C and B2B businesses. Our story titled The Art of Adaptation is about PETRONAS Dagangan Berhad's (PDB) transformation from within to address need and demand shifts in the commercial business sector.

In the spirit of making energy accessible, PDB makes every e ort to ensure that LPG is delivered to everyone who needs it even those living in the most remote rural areas. Do follow the journey of our LPG cylinders to areas like Pulau Bruit on a boat and up Mount Kinabalu on the backs of mountain guides and porters.

On technology, we tell a story of a di erent journey in delivering e cient and high-performance fuel for both Formula One™ race cars and regular cars. The story Fuel Right also discusses how PETRONAS' involvement in F1® fuelled our breakthrough in fuel technology. Our Fluid Technology Solutions ™ was instrumental for Mercedes-AMG PETRONAS Motorsport team's fourth consecutive win of the World Constructors' Championship since 2014.

Our feature on petrol station owner Shaidi Mohmad Zin, shows how a change in mindset truly shifts a person's fortune. The

former PETRONAS station attendant talks about his di cult childhood, struggles and journey to become the man he is today.

In this issue, we have also included a recap of all PETRONAS' signi cant events for 2017 that played a substantial role in strengthening the company and its brand presence.

Have a good read and we look forward to bringing you more stories in the next issue. Until then, I would like to urge readers to view change as a spring board to personal growth and greater good.

I would like to take this opportunity to wish our readers a happy and fruitful 2018. Do email us at ow@petronas.com for feedback and queries. We'd love to hear from you.

Editor-in-Chief
Zahariah (Liza) Abdul Rahman

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