



## MARKET

Deka products are designed to meet, or exceed the demanding standards of today's Malaysian consumer. The company offers an extensive range of ceiling fans, and instant water heaters that appeal to and satisfy the tastes and budgets of a broad target audience. Offering practicality, reliability, contemporary designs, and attractive colours, Deka markets products that suit just about every consumer preference.

Safe, well designed, and environmentally friendly have become the minimum standard expected by discerning consumers. Deka strives to match its product designs and functionality with customer requirements and develop innovative new products for a niche market. By remaining flexible and adaptive to ever changing consumer demands, Deka is well positioned to more than double

its annual turnover in the next few years, and become a market leader in Malaysia.

## ACHIEVEMENTS

Deka prides itself on a history of innovation and its consistent development of ground breaking ideas. It was the first company in Malaysia to develop and market a six-bladed ceiling fan, followed more recently, in early 2013, by its release of the world's first Bluetooth enabled ceiling fan. This leading-edge adaptation enables audio play-back of music - from the fan - that has been stored on other Bluetooth enabled devices.

## HISTORY

The brainchild of three dedicated men, with a vision to design and manufacture ceiling fans for the evolving needs of today's discriminating consumer, Deka was established in November, 2009. It is a joint venture between Mr. Ng Loke Khim, Mr. Allan Lee Tuck Wah, and Mr. Desmond Thum, each of whom continues to be actively involved in the everyday operations of the company. Mr. Ng is the engineer responsible for designing, maintaining and improving Deka's

products. Mr. Allan Lee, on the other hand, assumes control of research and development, while Mr. Desmond Thum evaluates and markets the end products.

## PRODUCT

Deka takes pride in delivering the best possible products by using the highest quality materials available. Well supported by a strong management team, and a devoted workforce, the company constantly strives to innovate and design stylish, functional, top-quality products. To this point, Deka was the first in Malaysia to launch fans with LED lights. The underlying premise in product development is that the pleasure of a cool environment must be complemented by convenience and innovation, in order to keep up with modern lifestyles.

The company's directors have taken great pride in their ability to build this homegrown brand, and to expand the range of in-house designed ceiling fans that immediately enhance the comforts of everyday living.

One of the highlights is the iFan, and its G and Q series, which are equipped with an Electro Cold Plasma Function that cleans the air and contributes to healthy living. The iFan range can be paired with any Bluetooth enabled device to facilitate audio playback via the fan's built-in amplifier and speaker. The innovation to combine these features in the products has provided both convenience and a relaxing environment for end-users.

The Deka five-blade fan range includes cooling reverse ventilation, and an energy-saving mode, while the two-tier six-blade fan series, was possibly the first of its kind in the market.

## RECENT DEVELOPMENTS

It was only this year that Deka launched the new iFan series. Featuring an impressive range of built-in Bluetooth 4.0 audio features, the series is not just touted as the first of its kind in Malaysia, but the first of its kind in the world. There are currently two models available – the iFan G and the iFan Q – which are both equipped with a built-in 20 watt amplifier and speaker that can playback audio sources with crystal clear quality.

Ideally suited for listening to songs, or audio tracks from movies that are streamed directly from any Bluetooth device, the iFan range can be paired with computers, notebook computers, iPads, or Smartphones. Entertainment aside, the iFan range also incorporates special features that contribute to healthy living. Along with Deka's unique 5-blade design and reverse wind capabilities, the iFan features the Electro Cold Plasma function.

In addition to ceiling fans, Deka has diversified into a range of water heaters. The model designs have been designed and developed based on feedback from the public. The company's objective is to turn ideas into practical solutions, while at the same time ensuring the designs do not compromise performance.

Another hot favourite, and exciting innovation popular with Malaysian consumers, is the Deka Rain Shower. Compared to conventional showers, the water from the rain shower offers a far more soothing feel as it gently caresses the body.

## PROMOTION

Deka constantly strives to diversify into new customer segments through various promotional activities. The company is regularly featured in home and lifestyle magazines, on billboards, and at lifestyle exhibitions. It also participates regularly at the Eco Home Show, and the Perfect Lifestyle exhibition. These have been effective channels for Deka to promote its innovations to the public, to boost its market presence, and to stimulate sales growth. For consumers, the exhibitions and home shows have created an opportunity to observe product features, examine product quality, and see the products in action.

Deka also runs promotional in-store events to help launch new products. These initiatives are featured in newspapers and magazines to further expand brand awareness, and reach a wider consumer audience.

## BRAND VALUES

In line with the company's tagline, "A little makes a difference", it believes in going the extra mile to understand the needs of consumers, before committing to the manufacture of a product. Instead of solely following market trends, Deka creates its products through careful research and development, consumer insight, and an understanding that every little initiative is worthwhile.

Deka's mission is to establish a strong brand name, and develop top-



of-mind recall at the mere mention of quality fans and water heaters. It aims to achieve this by combining new technology and creative solutions in the development of better products

that enhance people's lives. At the same time, it will continue to produce quality fans, at reasonable prices, that respond to the evolving demands of its target market.

[www.deka.my](http://www.deka.my)

## THINGS YOU DIDN'T KNOW ABOUT DEKA

- Deka is a young company, established in 2009, that has achieved early success.
- Deka now markets more than 20 different fan models, and 10 water heater models in Malaysia.
- Touted as the first of its kind in Malaysia and the world, Deka launched its new iFan ceiling fan series in 2013, which features an impressive range of built-in Bluetooth 4.0 audio features.
- Most ceiling fans use only about as much energy as a 100 watt light bulb.
- Turning off the air-conditioning and opening the windows, combined with turning on an efficient ceiling fan, can create the feeling of being up to eight degrees cooler.
- Peak cooling efficiency is achieved by placing a fan 10 to 15 inches below the ceiling, and nine to 10 feet above the floor.

