From 'mano-mano' to 'matic:

Shifting to success with Meralco

Master Siomai founder and SME Luminary Ernilito Chan

"We can now produce more than half a million dumplings a day with our fully automated factory," Ernilito Chan, president of MC Master Siomai Hut, Inc. proudly says.

Who would think that the founder of Master Siomai, the country's well-loved dumpling brand, was mixing their signature siomai recipe by hand just a few years ago?

Today, Master Siomai is not just one of Malabon's most successful home grown businesess in the small to medium enterprises (SMEs) category, it was also recently lauded as the most outstanding SME in the 2013 Meralco Luminaries—a customer appreciation program which recognizes top customers from the private and public sectors that share the utility's vision of a brighter Philippines.

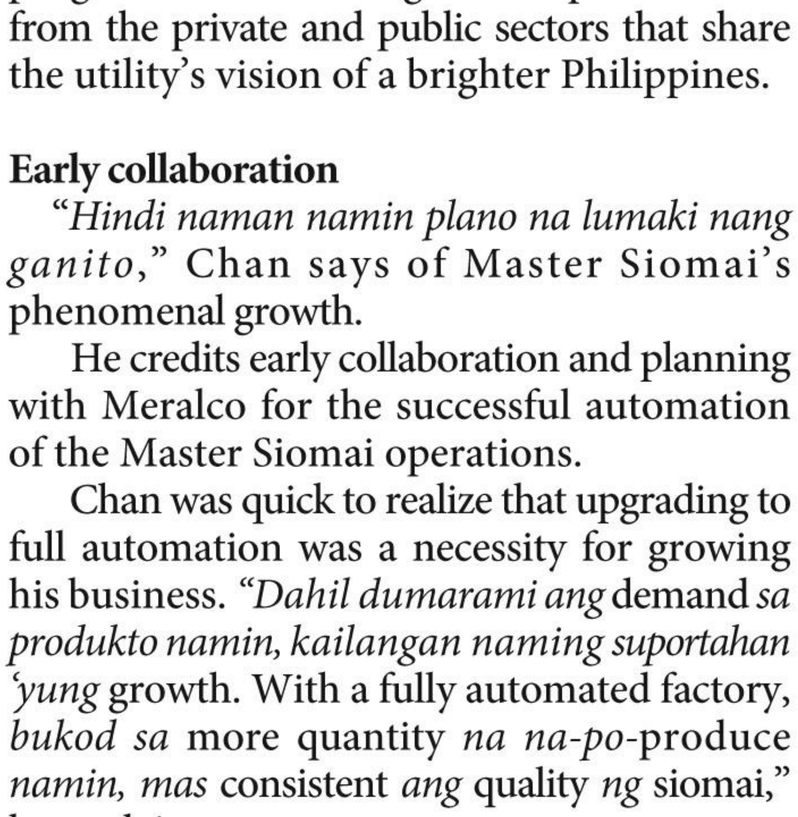
Chan (third from left), with his wife, Riza receiving his award onstage from (from left) Meralco president and chief executive officer Oscar Reyes and Meralco chairman Manny V. Pangilinan.

Early collaboration

"*Hindi naman namin plano na lumaki nang ganito*," Chan says of Master Siomai's phenomenal growth.

He credits early collaboration and planning with Meralco for the successful automation of the Master Siomai operations.

Chan was quick to realize that upgrading to full automation was a necessity for growing his business. "*Dahil dumarami ang* demand *sa produkto namin, kailangan naming suportahan 'yung* growth. With a fully automated factory, *bukod sa* more quantity *na na-po*-produce *namin, mas* consistent *ang* quality *ng* siomai," he explains.



Chan's automated siomai-making facilities can produce up to half a million pieces per day.

While the Master Siomai factory was still in the planning stage, Chan consulted Meralco engineers regarding the electrical requirements in setting up the plant. Meralco provided technical assistance in setting up three-phase transformers to help them meet the required electrical load and upgraded its facilities in the area to support the Master Siomai factory's requirements.

Jose Rainier Reyes, Vice President and Head of Meralco's SME business group, says, "This partnership, established early in the planning process, is crucial. Our role goes beyond providing reliable power supply. We aim to provide expert analysis, advice and support to businesses that are expanding and automating their systems."

As in the case of Master Siomai, when a company converts from manual to fully automated operations, machines will require a constant supply of power, and electric facilities need to be upgraded to ensure the electric load will suit the new machines.

Today, Chan says they are now easily able to meet the demands of their franchisees and customers.

"*Kasi kung mano-mano lang, mas maraming oras, mas maraming* factory workers *na kailangan namin.* So by means of automation, *mas madali ang trabaho, mas naging* consistent *ang* quality *at naging mas malinis, dahil na*-lessen *'yung* human intervention *sa* product."

Remarkable growth

After its factory was automated, Master Siomai began a phenomenal expansion, from 100 franchisees three years ago to 700 franchisees across the nation today. Chan says that they are now exploring the idea of exporting Master Siomai products abroad, and adds that much of the company's success would not have been possible without the assistance he received from Meralco.

"Without them, *mahihirapan kaming palaguin ang negosyo,*" Chan asserts. "We treat them as a business partner in our success. *Ma-a*-advice *ko sa ibang* company na if they want to successfully automate, *mag-consult agad sa* Meralco."

Automation has allowed Master Siomai to consistently maintain high quality standards.

Getting ready for a business expansion or automation?

Consult with Meralco to find out cost- and energy-efficient ways to do so. Visit any **Meralco business center** or call **16223-763 (16223-SME)**.