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AZIZATUL SHARIFAH

MOHD ANNAS MUHAMAD, MANAGING DIRECTOR

**NORLAN PETROLEUM**  
**SDN. BHD.**



**LEADING THE WAY IN OIL & GAS MASTERY**



# NORLAN PETROLEUM SDN. BHD.

## Leading the Way in Oil & Gas Mastery

Love can be a powerful force, helping individuals weather life's storms. When a partner supports their loved one's entrepreneurial dreams, their steadfast belief becomes a solid foundation. A single positive push can ignite tremendous growth, driving them toward extraordinary achievements. By staying side by side every step of the way, they offer a helping hand in times of need. This encouragement becomes the wind beneath their wings, lifting them to new heights. Together, they create a ripple effect, enriching their own lives and making remarkable contributions to the world. Meet Mr. Mohd Annas Muhamad, the Managing Director of Norlan Petroleum, whose rise to success began with a loving nudge from his wife, Azizatul Sharifah binti Tan Sri Abdullah.

Norlan Petroleum Sdn Bhd (NPSB) was founded in 2016, driven by a shared vision and inspired by the unwavering support of his wife, Azizatul Sharifah. Mohd Annas's passion for the oil and gas industry took root during his university years at Universiti Teknologi PETRONAS, where he was captivated by the sector's potential and inspired by alumni who launched successful careers with giants like ExxonMobil, Shell, and PETRONAS. His career began in 2009 as a Project Engineer for a PETRONAS-registered vendor, accumulating invaluable experience over four years before transitioning to a Procurement Engineer role. A pivotal stint with a Japan-based company, managing a billion-dollar project from 2014 to 2015, further honed his expertise.

Azizatul Sharifah, with her multi-business background



*Mohd Anas Muhammad*

*Azizatul Sharifah*



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**Success isn't  
just about  
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secure.**  
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and a Bachelor's degree in International Hospitality Management from Taylor's University, brought vital business acumen and initial capital. Her experiences and connections were instrumental in laying the foundation for NPSB's success. Together, they envisioned a company that thrived financially and took great care of its employees. "Success isn't just about profits; it's about ensuring every worker is valued and secure," states Mohd Annas. Emulating the journey of PETRONAS, they believed in the potential for new companies to rise and achieve great success, aiming to provide lucrative career opportunities for engineers and technicians, thus fostering a thriving workforce in the oil and gas industry.

#### **Fueling Success with NPSB**

With headquarters in Selangor, Malaysia, Norlan Petroleum Sdn Bhd (NPSB) offers a comprehensive range of core services tailored to meet the diverse needs of the oil and gas and petrochemical industries. Specialising in

*Cover Story*





trading services, NPSB acts as a product distributor for renowned brands such as Franklin Electric (submersible pumps and motors), LAPAR SRL (instrumentation valves), and Cromwells (cutting, power, and hand tools). Additionally, they distribute Right Inspection & Testing Tools, wrenches, threading and pipe fabrication tools, and power and drain cleaning tools. As a reseller, NPSB partners with RS Component for tools and consumables and Euro-Circuit Tech for biodegradable water-based degreasers, along with providing lifting, HSE, and marine equipment.

To ensure competitive pricing and superior quality, NPSB employs rigorous due diligence. This includes meticulous technical background checks of products and suppliers, evaluating their experience and after-sale service capabilities. For instance, when sourcing pumps, NPSB ensures suppliers have a solid track

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**Quality isn't just a priority; it's a promise.**  
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record and robust support teams, safeguarding client operations. Quality and price are tightly interwoven, and NPSB strikes a balance by lowering profit margins, minimising transportation and customs clearance costs, and leveraging deep industry knowledge.

NPSB's commitment to quality is exemplified in their meticulous approach to product selection and vendor evaluation. "Quality isn't just a priority; it's a promise," says Mohd Annas. By maintaining high standards and offering competitive prices, NPSB ensures clients receive top-tier products and services, fostering trust and long-term relationships in the industry.

### **Resilience in Delivering Urgent Results**

NPSB prioritises customer needs through a strategic focus on flexibility and responsive service. An illustrative example occurred several years ago, just before the pandemic, when a critical pump failure was reported during Malaysia's monsoon season at an offshore

platform in the East Coast. This situation demanded urgent action due to heavy rain and extreme weather conditions. Mohd Annas, the director, immediately sprung into action, pulling out all the stops to resolve the issue.

Despite facing challenges such as the pump's unavailability in local stock and a festive holiday slowdown, NPSB took the bull by the horns and coordinated with international suppliers. Through dogged determination and direct negotiations, they managed to expedite a replacement pump from Italy via Singapore, navigating the choppy waters of logistics and customs with finesse. Despite the festive holiday disruptions, the team ensured the pump's arrival in Kuala Lumpur within a week. They rallied the troops to work through the holiday, culminating in the successful installation just a day before the festival, thus preventing significant production downtime for the client. This incident underscores NPSB's commitment to proactive customer service and their capability to deliver tailored solutions swiftly and effectively, even under

challenging circumstances. Such efforts reinforce trust and strengthen NPSB's reputation for reliability and customer-focused excellence in the oil and gas sector.

### Commanding Oil, Gas, and Beyond

NPSB boasts a seasoned team led by director Azizatul Sharifah, whose extensive management expertise ensures the company's financial health and strategic direction remain robust. As Managing Director, Mohd Annas brings over 15 years of hands-on experience in the Oil and Gas sector, supported by managers with at least 12 years in various technical fields such as mechanical, instrumentation, and offshore operations. NPSB leverages its diverse expertise to provide clients with comprehensive solutions, bolstered by strategic partnerships across the industry spectrum, encompassing everything from high-end products to essential operational equipment.

The primary goal remains unwavering: to exceed customer expectations by providing flexible sourcing, competitive pricing, on-time delivery, and tailored solutions. Looking ahead, NPSB aims to establish itself as a premier provider in Malaysia's oil, gas, and petrochemical sectors. Committed to nurturing long-term partnerships with clients, the team prioritises their needs to drive mutual growth and success.

"In the coming years, we envision expanding our horizons beyond oil and gas into burgeoning sectors like hospitality, capitalising on Malaysia's growing market," shares Mohd Annas. Strategic diversification aligns with the ambition to innovate and adapt, ensuring NPSB remains a trusted name synonymous with excellence and reliability in every venture they pursue.



Our Brand



**LAPAR**  
Lapar Control Valve



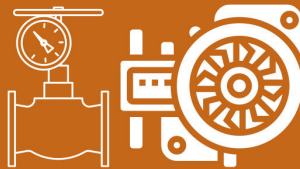
Cromwell

**RIDGID**



## Our Scope Range

One Stop Solution for Oil & Gas and Petrochemical Equipment



### Special Equipment

Submersible Pump & Motor  
Instrument Valve



### Tools

Instrument & Electrical Tools  
Hand Tools, Power Tools & Cutting  
Tools



Marine Consumables &  
Operational Parts

25G,1 & 2, Blok A, Jalan Atmosphere 3, Pusat  
Perniagaan The Atmosphere, Bandar Putra  
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*"With aspiration of being backbone  
for the industry, we are committed to  
delivering world standard services"*