



SME & STARTUP CONSULTING

EXPERT IN SME & STARTUP CONSULTING
BRANDING AND BUSINESS WRITING



WE HELP SME FLY

CORPORATE PROFILE **18 | 19**



Content

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GE Consult Asia Sdn Bhd*

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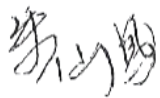
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MESSAGE FROM CHAIRMAN

Again, the guiding principle #WeHelpSMEFly has been our emphasis coupled with numerous track records last year particularly strategic business planning, content management and turnkey projects, and have epitomized the value we bring to our valued clients.

Since founding in 2003, GE Consult Asia Sdn. Bhd. has remained true to the objective of building our brand on unique, out-of-the-box and world-class SME and start-up consulting service for diverse portfolio across regions strategically concentrate business plan & build, and marketing investments to maximize values.

Looking forward, we continue to produce out-of-the-box ideas and creativity, and to continue moving forward in pursuit of our goal to bring a new level of creativity across industries and regions.



DATIN SF CHOO



SUSTAINABLE ECO-SYSTEM



WE CURATE THE
RIGHT SET OF
PROVEN PROVIDERS
TO PERFECTLY MATCH
CLIENTS' NEEDS AND
REQUIREMENTS

Getting the right set of partners and providers is essential in nowadays' rapidly changing technologies and business models. Our approach working towards our eco-system is unique, through exclusive relationships with leading providers where the capability is undeniably unmatched.

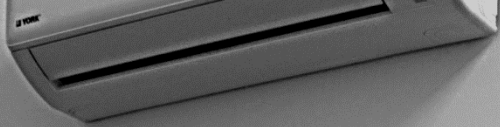


Chapter 1

ABOUT US

GE Consult Asia Sdn Bhd is a humble Malaysian SME & Startup consulting company founded since 2003, offering comprehensive SME & Startup consultancy services





COMPANY FACT SHEET

**FOUNDED SINCE
2003, GECB HAS
BEEN FOCUSING IN
CONSULTING,
CONTENT AND
CREATIVE SERVICES**



COMPANY NAME
GE CONSULT ASIA SDN BHD
GE CONSULT

REGISTRATION
1170615-T
001807178-M

FOUNDED
2003

CORE EXPERTISE
(a) Consulting Services

- Business Planning
- Marketing Planning
- Brand Planning
- Product Planning
- Feasibility Study
- Project Profile
- Case Study
- Pitch Deck

(b) Content Services

- Company Profile
- Web Content
- Product Brochure
- Newsletter
- Testimonial Book
- Translation

(c) Strategic Capabilities

- Business Plan Workshop
- Corporate Turnaround
- Organizational Strategy
- Supply Chain Optimization
- Enterprise Architecture
- Patent & Trademark

GALLERY
A-10-09, SOHO Zetapark
Setapak Central Shopping Mall
Jalan Taman Ibu Kota
53100 Kuala Lumpur, Malaysia.

KL OFFICE
Suite B-5-8, Plaza Mont Kiara
50480 Kuala Lumpur, Malaysia.

General: +603 2715 4356
Support: +017 330 8077

EMAIL ADDRESSES
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consultants@geconsult.org
geconsultgroup@gmail.com

REGISTERED ADDRESS

No. 2a-2 , Crystal Ville Plaza
Usahawan Genting Kelang
Jalan Danau Niaga 1, Setapak
53300 Kuala Lumpur
Malaysia.

PRINCIPAL BANKER

Maybank Berhad
(Gombak Branch)

Hong Leong Bank Berhad
(Rampai Branch)

USEFUL LINKS

www.geconsult.org (Official Website)
www.geconsult.asia (Official Blog)
[www.fb.com/geconsult](https://www.facebook.com/geconsult)
www.twitter.com/geconsult
www.scrib.com/geconsult
www.linkedin.com/in/geconsult
www.youtube.com/geconsultgroup

EVERY PROJECT WE CURATED
PAVES A WAY



2003

Founded in
Kuala Lumpur



2500

Corporate Profiles
Crafted



610

Business Plans
Developed

CORPORATE BACKGROUND

OVERVIEW

Founded since 2003, GE Consult Asia Sdn Bhd (also known as GECB) is a truly Malaysian-based professional SME & Startup consulting group that helps small-and-medium enterprises and startups to grow business.

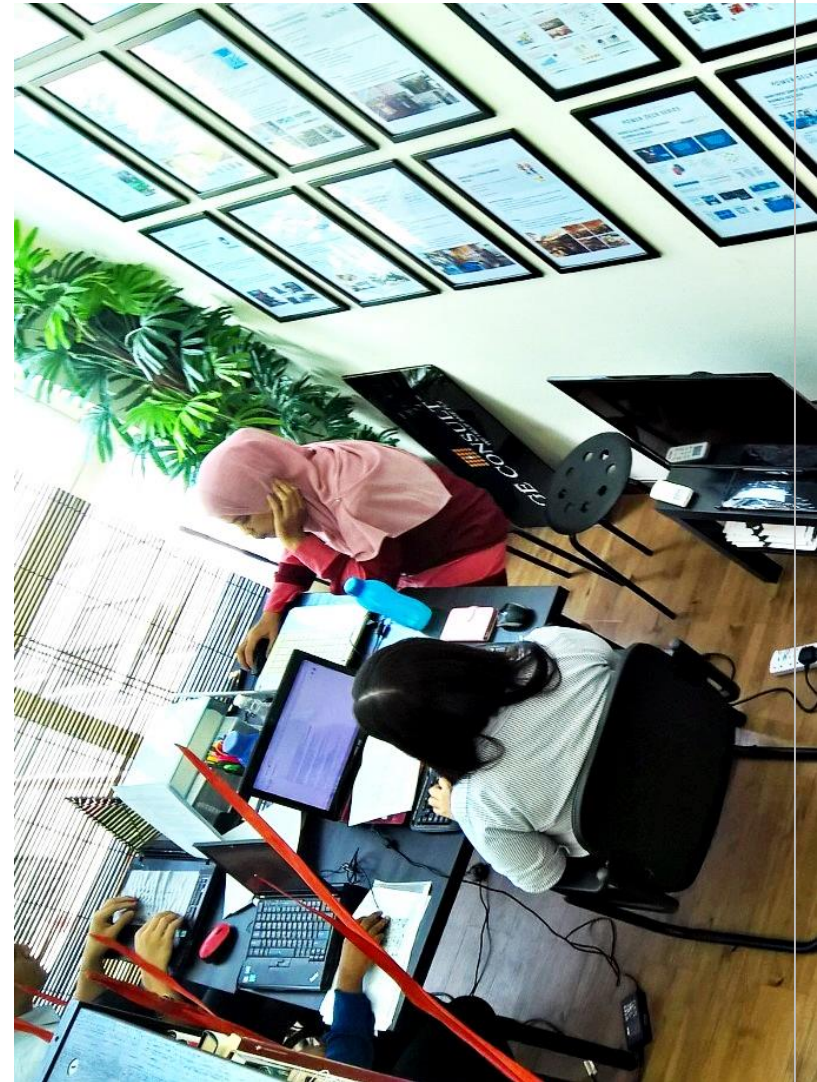
We guide our clients through the creation of top-notch business plans, cost effective marketing plans, marketable events and promotions, convincing business proposals, realistic financial projections, business presentations and other marketing support materials to effectively present their companies and/or products.

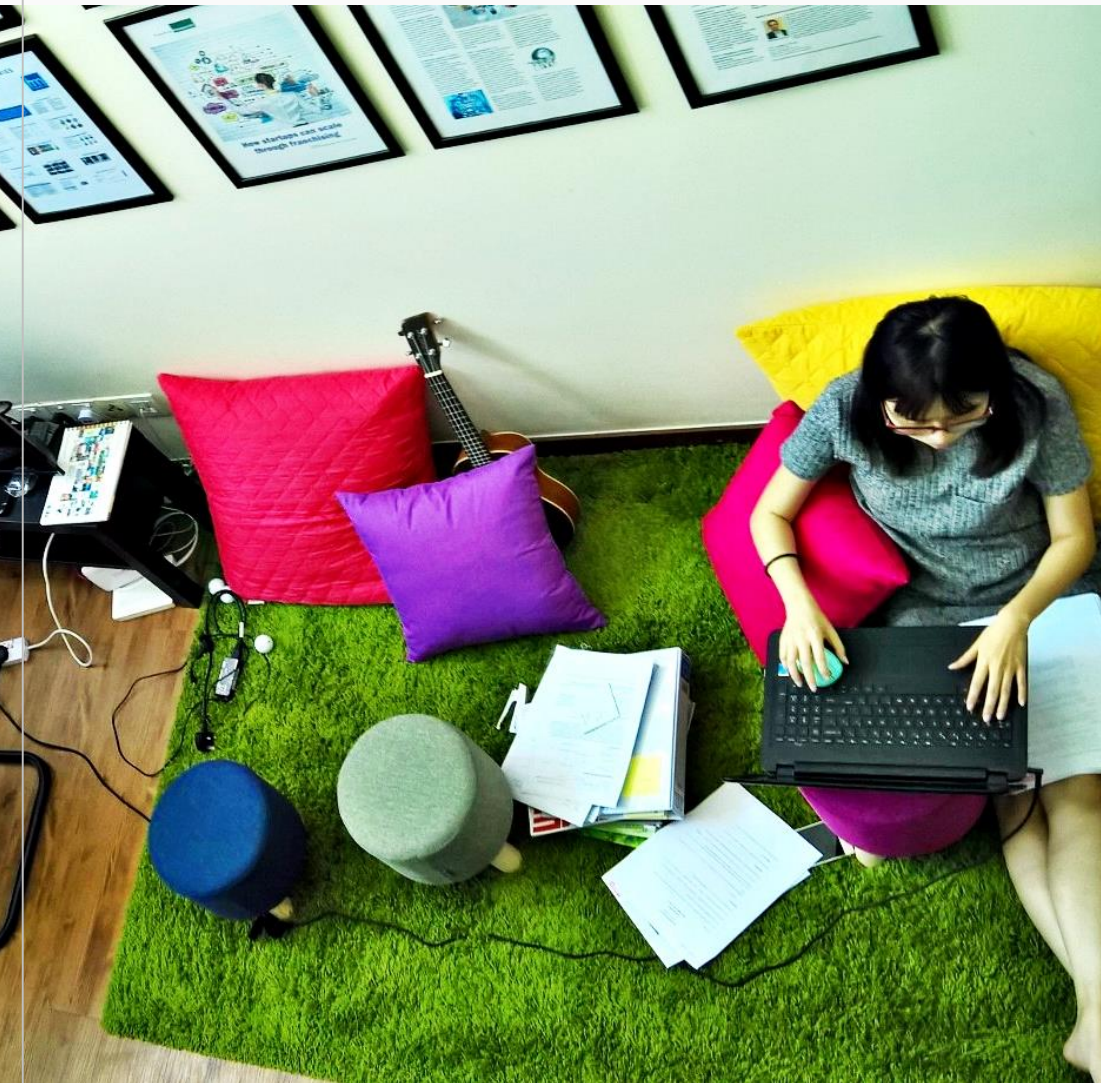
WHAT WE DO

We advise CEOs, entrepreneurs and business owners on their critical corporate strategies, marketing issues and business opportunities, across most industries from major Asian countries.

WE CRAFT, WE WRITE

We are the “1Malaysia” company that inspires and fulfils brand owners and entrepreneurs by using our unlimited creativity and passion for branding, content and product marketing to deliver cutting-edge new excitement to wow people ... only GECB can.





WE HELP SME FLY

Our aspiration “We Help SME Fly” has been our guiding principle that makes us continuously striving better business results, more importantly, to help our clients make continuous improvements through our guidance and mentorship.

At GE Consult, we help turn strategies to actions!

MISSION

To help our clients make distinctive and sustainable firms that foster better communities and societies.

VISION

To be remarkable and admirable in the SME & Startup consulting industry nationwide, region wide.

Chapter 2

OUR EXPERTISE

GECB works with a diverse range of clients at all policy-making stages incl. private enterprise, government related companies, multinational companies etc.





GECB 10-S FRAMEWORK



**FEASIBILITY
STUDY**

Study



**FRM &
VALUATION**

Structure



**PRODUCT
DEVELOPMENT**

Style



**PLANNING &
IMPLEMENTATION**

Strategy



**BRANDING &
CONTENT**

Strategic
Branding



**ADVERTISING &
PROMOTION**

Strategic
A&P

WE WORK AS ONE TEAM

At GE Consult, we work together with our clients and partners as one team. We share clients and associates across departments and divisions. In fact, we share our experience, ideas and best practices.

WE PLAN, BUILD & COACH

Counseling and coaching form the heart of our advisory services. We not only help clients develop business roadmaps and plans, but also provide feasibility management and ongoing support to guide clients through their transition to independence.

WE DELIVER RESULTS

Our approach is simple – to help clients overcome the odds and ultimately achieve results. Our approach focuses on strategic planning, conceptualizing, measuring and managing risks that are associated with the plan curated.



THE GEGB 10-S FRAMEWORK

DESIGNED TO MAINTAIN A SUSTAINABLE PORTFOLIO THAT CAN HELP ANY ENTERPRISE BUILDING A TRULY RESILIENT ECONOMY. THE GEGB 10-S MODEL CAN BE APPLIED TO FOUNDATIONS OF A COMPANY, A PROJECT OR A PRODUCT

CORE EXPERTISE

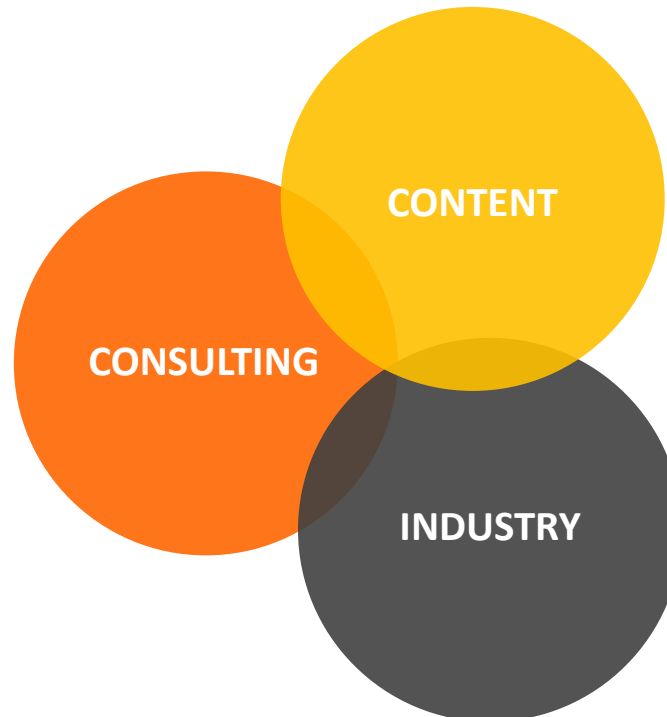
BUSINESS CONSULTANCY

We provide consulting in wide range of modern business tools for enterprises across industries. Our business consultants provide sound business advise based on extensive experience and knowledge. We are one of few marketing consulting firms that offers business plan consulting in diversified areas of industry practices, suitable for:

- Startup
- Business Expansion
- Turnaround

CONTENT CONSULTANCY

Be inspired by our professional and unlimited creativity in content. We have the most diverse experienced writers and editors in the industry. From retail, financial, educational, construction, oil and gas, until the cosmeceuticals.



INDUSTRY PRACTICE

Apparel
Beauty & Cosmetics
Cleaning Services
Civil Engineering
Construction
Dentistry
Education
Electrical Appliances
FMCG
Food & Beverage
Footwear
Foreign Workmen
Gifts & Souvenirs
Insurance (General)
Marine & Offshore Services
Media (ATL / BTL / Online)
Medical Devices (Disposable)
Multi-Level Marketing
Oil and Gas
Property (Development / Sales)
Retail & Wholesale
Surveillance System
Software
Technology (E-Commerce / Mobile)
Timepiece
Travel & Leisure
Warehouse & Logistics (3PL)
Waste Management



**SME / STARTUP
BUSINESS PLAN**



**FRANCHISE
PLAN**



**MARKETING &
BRAND PLAN**



**BUSINESS PLAN
& BUILD**



**FEASIBILITY
STUDY**



**OPERATING
MANUAL**



**EVENT
PLANNING**



**PITCH DECK &
PRESENTATION**



**PROJECT
PROFILE**



**TRAINING
WORKSHOP**



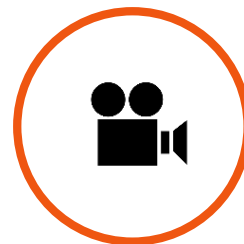
**CORPORATE
PROFILE**



**WEB
CONTENT**



**TECHNICAL
WRITE-UP**



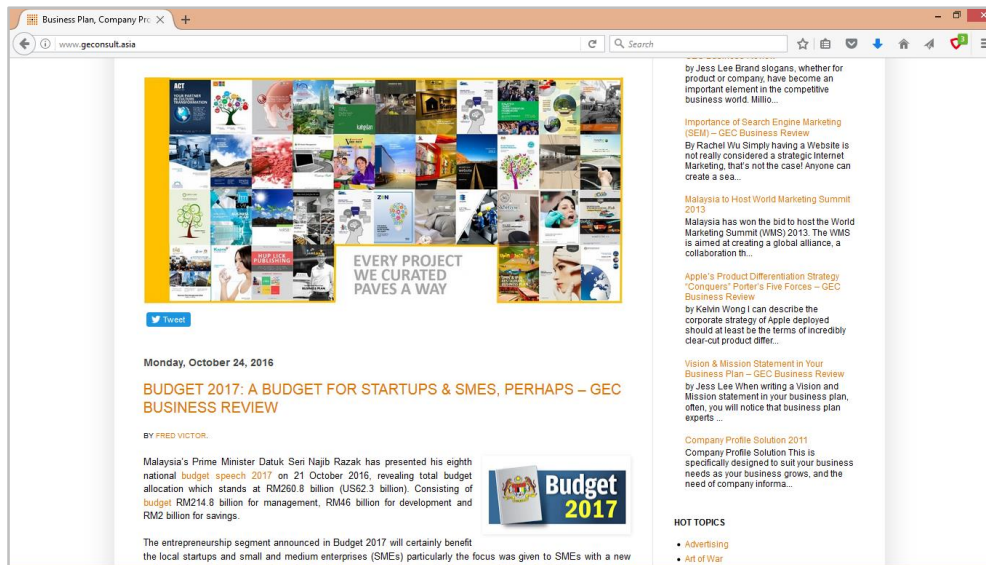
**VIDEO & PHOTO
PRODUCTION**



**CREATIVE
DESIGN**

GEC BUSINESS REVIEW

Since 2003, GE Consult Asia Sdn Bhd has helped clients across wide range of industry practices to achieve higher level of performance in various functional practices. This insured us to over 60,000 subscribers, from more than 40 countries globally, reading our journals, articles and learning our experience by following our official Blog and Facebook page.



**OVER 60K
SUBSCRIBERS
ACROSS SECTORS
AND REGIONS
FOLLOWING OUR
LATEST THOUGHTS**

GEC BUSINESS REVIEW

CAPABILITY INSIGHTS

Advanced Analytics
Customer Strategy & Relations
Franchise & Expansion
Strategy Formation
Organization Development
Performance Improvement

INDUSTRY INSIGHTS

Apparel
Consumer Products
Financial Services
FMCG
Food & Beverage
Media
Retail
Technology

SERVICES IN A NUTSHELL

TYPES OF BUSINESS PLAN

Our consultants have worked with local and overseas entrepreneurs and executives in a wide range of industries, and with companies at nearly every stage of development, and have prepared countless business plans for clients, seeking investments and institutional funding etc. Our business plans are suitable for:-

- Start-ups
- Growth Ventures
- Franchise Ventures
- Ailing Conditions

TYPES OF PITCH DECK

Our pitch deck solutions are specifically written and styled as the need for your business or new product to be presented to your audience, including your potential buyers, partners and landlords. Our pitch decks are suitable for:-

- Distributorship Applications
- Franchise Applications
- Leasing Opportunities



TYPES OF COMPANY PROFILE

Part of your company branding platform, our company profile is important for all businesses, including the online and offline. Our professional writers have crafted more than two thousand company profiles (thus far), nationwide and region wide.

Be inspired by our professional writing and unlimited creativity on content. We provide powerful company profiles to SME clients in Malaysia and the rest of Asian regions. Our company profile solutions are suitable for:-

- Website Content
- Printed Material
- Presentation Slide

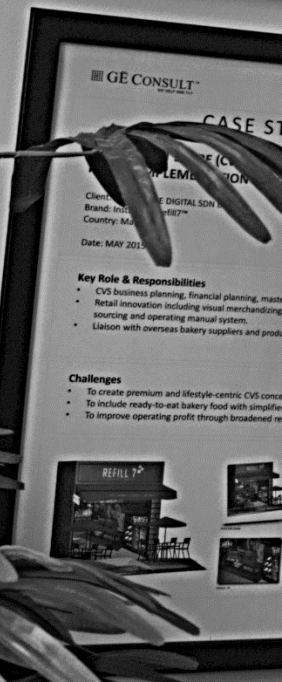
At GE Consult Asia Sdn Bhd, our company profile packages are available based on word count, according to the following formats:

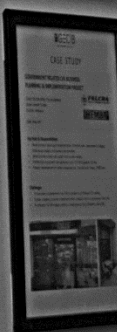
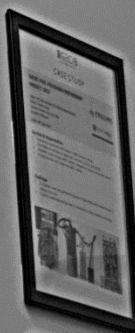
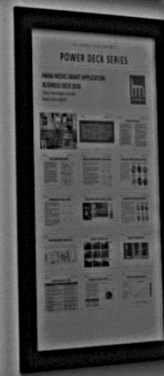
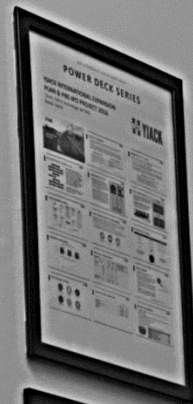
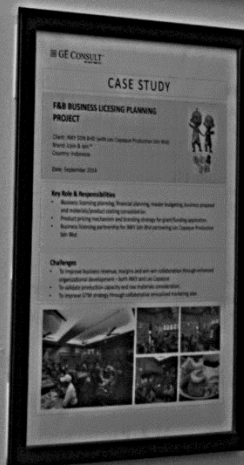
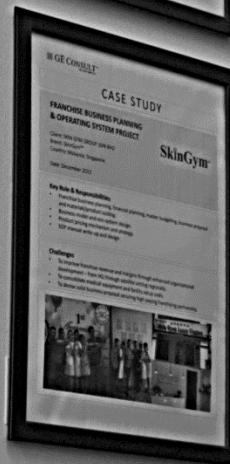
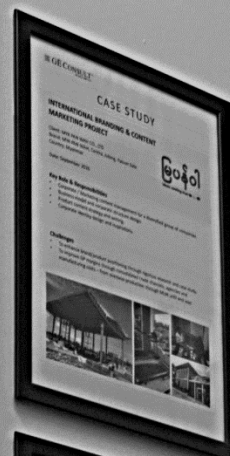
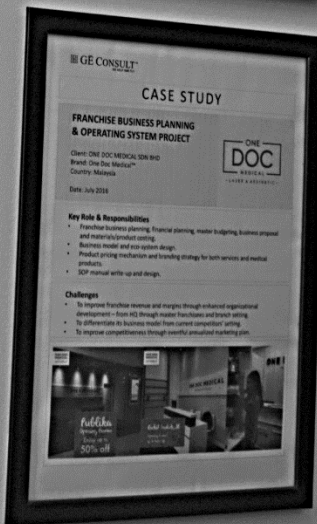
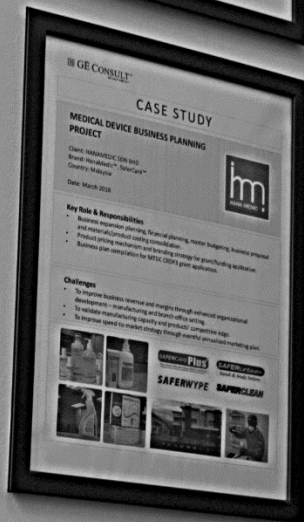
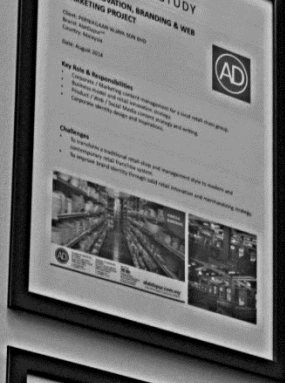
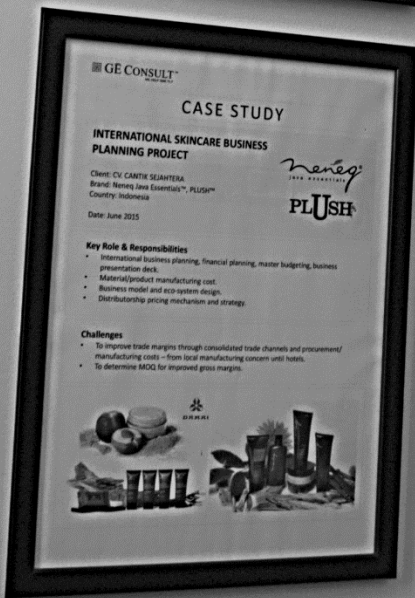
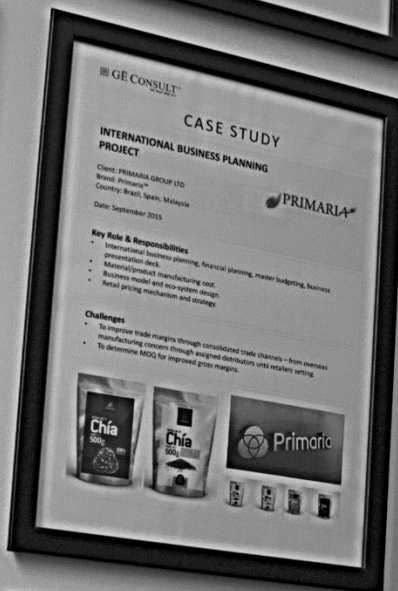
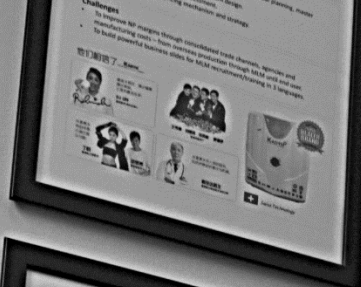
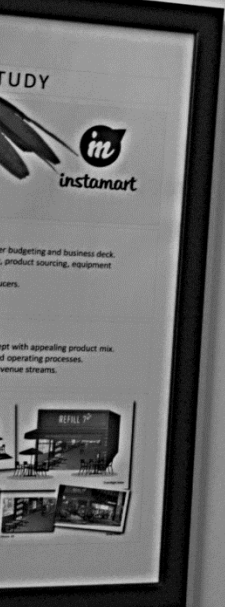
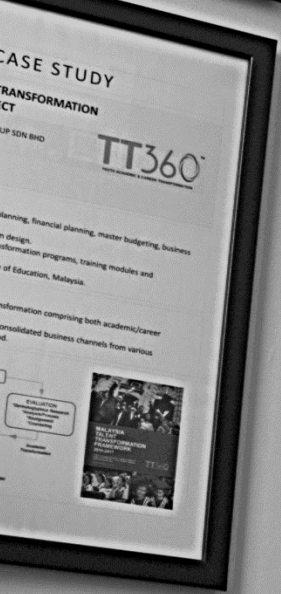
- CP100
- CP300
- CP500
- CP1000
- CP2000

Chapter 3

OUR JOURNEY

Our humble journey from the dawn of 2003, started from scratch as an independent business consultant to the country's market leader in SME & Startup consulting





OUR MILESTONES



- Ventured in General insurance business, offering comprehensive insurance packages for business needs.
- First shared office in Wisma Rampai, Setapak.

2006

- Involved in Waste Management and Cleaning consultancy.
- Successfully secured corporate contracts with KS Secondary Fibre Supplier Sdn Bhd and Mydin Berhad.



2005

2004

- Successfully turnaround the ailing supermarket business into profitable trend within a year, from losing over RM8mil per annum, for past 2 years consistently.

2003

- GE Consult was founded unofficially in Kuala Lumpur, Malaysia in 2003.
- The very first assignment was a turnaround project, and was tasked to revamp an ailing supermarket group in Pahang.
- Birth of the first 12-page business plan.



2007

- Founded Customer First Holdings (M) Sdn Bhd. to further consolidate various business portfolios.
- Birth of the first 10-page company profile.
- Successfully turnaround an ailing waste management company in one year, from losing over RM10mil per annum, consistently.

1800+ COMPANY PROFILES COMPLETED

2008

- GE Consult was officially registered in Kuala Lumpur, Malaysia.

2009

- Company profile service was officially promoted through word-of-mouth and online.
- GEC Business Review was introduced, to share entrepreneurial insights to clients and followers.
- Web and social media followers reached 10k.



- GE Consult Asia Sdn Bhd was established.
- Involved in Shell Malaysia's feasibility study for a branch in Taman Mewah.
- Recommended F&B options after quantitative research work done.
- Appointed by My Business Excellence Sdn Bhd as independent judge for its MYBE Business Awards 2016-2017.
- Introduced JomProtect in 2Q2016
- Received first order from Brunei and Myanmar.



- On CXO assignment, appointed by SF by Sazzy Falak Sdn Bhd, as acting CEO for 6-month project management period.
- On CXO assignment, appointed by Hermetic Capital Berhad, as acting CEO for 6-month period, to spearhead seed funding venture in Malaysia.
- Appointed by Felcra BPSB as Corporate Consultant.
- Introduced GLC initiative towards modern retail and franchising business, helping more Usahawan to succeed.



- Prepared planning for KLFW2012 and SMFW2017



2017

- Introduced GEC 10-S Framework to support clients' business needs and requirements.
- Successfully launched GWi mobile game business, from idea through planning until commercialization.
- GEC Gallery was established at Zetapark Duplex, Setapak Central Shopping Centre.

2016



200+ BUSINESS PLAN CRAFTED

2010

- On CXO assignment, appointed by Imerge Sdn Bhd to spearhead its Aloe Vera personal care products.
- Successfully listed the products in Jusco, The Store and Giant in 3-4 months.



2014

- Appointed by CBSA Berhad as official vendor, responsible to provide content service for Panpages.my
- Prepared Upin-Ipin Pitch Deck and plan for overseas expansion to Medan, Indonesia.
- First GLC project, involved in business planning for Forest Research Institute Malaysia (FRIM).



2015



- Appointed by Huawei Malaysia as Marketing Partner.
- To produce over 100 translated case studies and web content for its online shop Vmall.my
- On CXO assignment, as acting COO, and had Successfully spearheaded Milkcow Malaysia.
- Appointed by MTDC, providing content services for its monthly Newsletter.
- Devised TT360™, a national education transformation program.
- Received first order from Indonesia and Spain.



GECB
SINCE 2003

25

FEATURED CLIENTELE

GLC



MNC



FOREIGN



LOCAL



MEDICAL



F&B



BUILD



TECH



STARTUP



LOGISTIC



O&G



SERVICE



SHOP



SHOP



FMCg



INDUSTRIAL



PRODUCTION



E-COMMERCE





Chapter 4

FEATURED PROJECTS

We intend to map the impact towards entrepreneurial excellence. The following pages reveal some highlighted projects we completed for the entrepreneurs, with the entrepreneurs nationwide



FEATURED PROJECTS: GLC

Client: FELCRA BEKALAN & PERKHIDMATAN SDN BHD

Brand: Felcra, Felcra HeMAT etc.

Country: Malaysia

Key Role & Responsibilities

- Corporate consulting role involving in corporate business planning, feasibility studies, due diligence, legal consultancy etc.
- Recommendation for business expansion strategy, across sectors and regions, through regular feasibility studies.
- Product R&D, pricing and SCM strategy for Usahawan (local entrepreneurs) within Felcra's network, and beyond.
- Commercialization responsibility for selected ventures.





CORPORATE CONSULTING FOR GLC

FEATURED PROJECTS: GLC

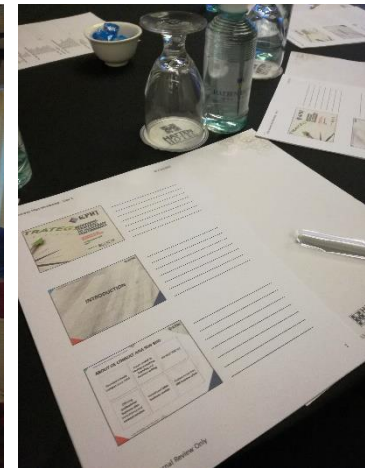
Client: KOPERASI PRASARANA RAKYAT JOHOR SDN BHD

Brand: KPRJ

Country: Malaysia

Key Role & Responsibilities

- Workshop designed for KPRJ to accelerate their business and investments through the power of business plan tools.
- To provide both individuals and teams across departments with relevant business strategies, business plan tools and understanding of the process and importance of the elements of a practical business plan.





STRATEGIC PLAN CONSULTING FOR GLC

FEATURED PROJECTS: GLC

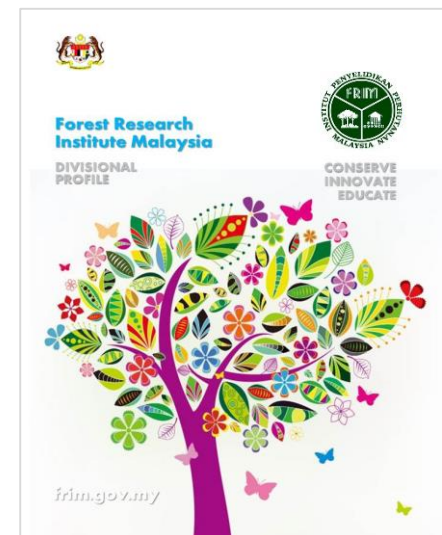
Client: FOREST RESEARCH INSTITUTE MALAYSIA (FRIM)

Brand: FRIM™ Malaysia

Country: Malaysia

Key Role & Responsibilities

- Business planning, feasibility studies, master budgeting and costing for its patented paper products
- Business eco-system design with Licensor-Licensee business model and supply chain management
- Operations planning and setup (Supply Chain, Factory etc.)
- Product research, development and pricing





LICENSING BUSINESS PLAN FOR GLC

FEATURED PROJECTS: CELEBRITY

Client: SF BY SAZZY FALAK SDN BHD

Brand: Sazzy Falak

Country: Malaysia, Singapore, Brunei, Indonesia

Key Role & Responsibilities

- Served as Acting CEO, on CXO assignment, with significant P&L and strategy responsibility.
- Pre-IPO business planning & implementation, FRM & financial modeling, fundraising pitch deck presentation.
- Internationalized lifestyle business model and eco-system design.
- Partnership recruitment incl. top manufacturers, retailers and brands.
- Business units development for varied businesses and markets.
- Business expansion and brand exposure through fashion shows incl. KLFW2017, SMFW2017 etc.

Sazzy Falak



kl•fw
KUALA LUMPUR
FASHION WEEK

28-30 OCT 2016
**SINGAPORE
FASHION
WEEK**



PRE-IPO BUSINESS PLAN FOR CELEB BRAND

FEATURED PROJECTS: CAPITAL (OVERSEAS)

Client: D-AVANT CAP HOLDING LTD

Brand: D-Unwall International Finance Limited 安沃國際金融

Country: Hong Kong, China, and EU regions

Key Role & Responsibilities

- Business planning, feasibility studies (Asian and European market), financial planning, modular costing etc. for D-UNWALL digital lending business and Relatable mobile applications.
- International Licensing business system planning and development.
- International marketing and investment planning for tech products.





INTERNATIONAL TECHNOLOGY BUSINESS PLAN

FEATURED PROJECTS: CAPITAL (LOCAL)

Client: HERMETIC CAPITAL BERHAD

Brand: HCB, Hermetic Capital, 4P-IIF Framework

Country: Malaysia

Key Role & Responsibilities

- Served as Acting CEO, on CXO assignment, with significant P&L and strategy responsibility.
- Pre-IPO business planning & implementation, FRM & financial modeling, fundraising collaborations with Alphacap Berhad and MOC Capital Berhad.
- Business planning, feasibility studies (Malaysian and Asian market), financial planning, modular costing etc. for various seed funding applications.
- Comprehensive business system planning and development for both local and overseas companies.



SEED INVESTMENT CONSULTING FOR PUBLIC COMPANY

www.MomsHandyClub.com



Mom's Handy Club
Love to you, to Earth



Cecair Pencuci Pinggan
yang sesuai untuk Ibu

Percuma Sample
dapat Online

1 Hanya Seringgit

60sen Pos
Percuma Span Basuh

Bagus
Mesti Cuba, Baru Tahu



**DISHWASHING
DETERGENT**
For a better high quality life

GECB
SINCE 2003

45

FEATURED PROJECTS: F&B

Client: BLUBITES SDN BHD, BLUGROUPE DIGITAL SDN BHD

Brand: Milkcow™ Malaysia

Country: Malaysia

Key Role & Responsibilities

- Business planning, feasibility studies, financial planning, master budgeting, materials and product costing.
- Master franchisee planning and market development.
- Operations planning and flagship store setup (Kiosk, Central Kitchen)
- Product research & development and pricing mechanism and strategy
- Manpower planning, recruitment management





F&B FRANCHISE PLAN & BUILD TURNKEY PROJECT

FEATURED PROJECTS: F&B

Client: Y&W GROUP SDN BHD

Brand: FLOUR™ Malaysia

Country: Malaysia, India

Key Role & Responsibilities

- Restaurant business planning and implementation incl. location feasibility study, financial planning, master budgeting, materials sourcing and product costing.
- Master franchisee planning and operating manual development.
- Handled construction and renovation works incl. architectural drawings, restaurant ID design, kitchen design, restaurant exhaust and ventilation system etc.
- Equipment and raw materials sourcing responsibility for spices, tea leaves, décor, POS system, purifier system, prints etc.

FLOUR™
- DIP & EAT -





F&B FRANCHISE PLAN & BUILD TURNKEY PROJECT

FEATURED PROJECTS: RETAIL

Client: PERNIAGAAN W.JAYA SDN BHD

Brand: AlatDapur™

Country: Malaysia

Key Role & Responsibilities

- Corporate / Marketing content management for a local retail chain group.
- Business model and retail innovation strategy.
- Product / Web / Social Media content strategy and writing.
- Corporate identity design and inspirations.



Perniagaan W. Jaya Sdn Bhd
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Taman Bukit Angkorik, Cheras
56000 Kuala Lumpur.
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E: w.jaya@live.com.my

Perniagaan W. Jaya Sdn Bhd
(Cawangan)
No. 59, 61, 63 & 67, Jalan 8/1
Seksyen 8, Bandar Baru Bangi
43650 Bangi Selangor.
T: (+603) 8926 7827
E: w.jaya@live.com.my

Kami terima
PUSAHA
Pesanan Kerjasama
Kementerian Kewangan Malaysia
Arahan Pendaftaran Syarikat
No. Sijil K220975117667592
No. Rujukan: 357-02163745

alatdapur.com.my
Dimiliki oleh Perniagaan W. Jaya Sdn Bhd (726496-U)



Perniagaan W. Jaya Sdn Bhd
(Ibu Pejabat)
No. 34 & 36, Jalan 34/154
Taman Bukit Angkorik, Cheras
56000 Kuala Lumpur.
T: (+603) 9100 3087
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Perniagaan W. Jaya Sdn Bhd
(Cawangan)
No. 59, 61, 63 & 67, Jalan 8/1
Seksyen 8, Bandar Baru Bangi
43650 Bangi Selangor.
T: (+603) 8926 7827
E: w.jaya@live.com.my

Kami terima
PUSAHA
Pesanan Kerjasama
Kementerian Kewangan Malaysia
Arahan Pendaftaran Syarikat
No. Sijil K220975117667592
No. Rujukan: 357-02163745

alatdapur.com.my
Dimiliki oleh Perniagaan W. Jaya Sdn Bhd (726496-U)



RETAIL INNOVATION REBRANDING & CONTENT PROJECT

FEATURED PROJECTS: MEDICAL

Client: GREWAL DENTAL SURGERY UK

Brand: GREWAL DENTAL SURGERY

Country: Malaysia, United Kingdom

Key Role & Responsibilities

- Overseas business expansion planning, London-wide feasibility study, financial planning, shareholding structure, self-funding planning, content and pitch deck.
- Recommended several Boroughs of London through in-depth localized market data, sales data, demographic profile and economic performance.
- Manpower and wage planning according to local market's minimum wage (weekly, hourly) and National Insurance (NI) requirements.
- Prepared working papers to Government related agencies in UK e.g. British Dental Association (BDA), General Dental Council (GDC), Care Quality Commission (CQC), DenPlan UK, and NHS UK.

**GREWAL
DENTAL
SURGERY**





DENTAL BUSINESS EXPANSION PLAN TO UK

FEATURED PROJECTS: TECH

Client: JOMTAXI (M) SDN BHD, MONDO TAXI LTD

Brand: JomTaxi™

Country: Malaysia, Asia

Key Role & Responsibilities

- Startup business planning, region-wide feasibility studies, financial planning, shareholding structure, and funding arrangement.
- Company profile, pitch deck, brand story development.
- Marketing and product marketing planning development.
- Developing unique eco-system through co-branding strategies with local and foreign large corporations to enhance competitive edge.
- Pitch deck and presentation preparation for interested individuals and corporations.



A black and white photograph of a man with glasses and a white button-down shirt, smiling and standing with his hands in his pockets. He is positioned in front of a row of taxis, with a 'TAXI' sign visible on the roof of the car behind him. The image is decorated with several thick orange diagonal lines. The text 'MOBILE APPS PLAN & BUILD PROJECT' is overlaid in a bold, orange, sans-serif font.

MOBILE APPS PLAN & BUILD PROJECT

GEGB
SINCE 2003

55

FEATURED PROJECTS: INSURANCE

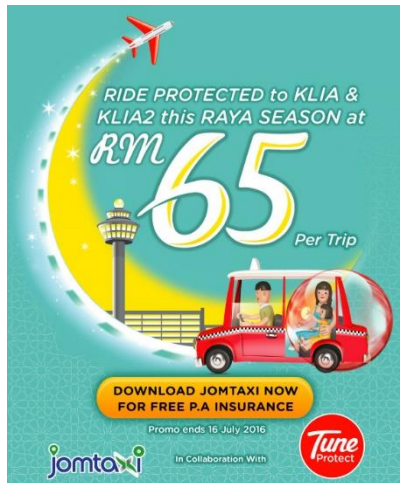
Client: TUNE INSURANCE MALAYSIA BERHAD

Brand: TuneProtect™

Country: Malaysia

Key Role & Responsibilities

- Merchant recruitment on startups and SMEs.
- Brainstorm ideas with top management for approval.
- Providing business ideas on corporate partnership through creative bespoke insurance packages and mechanisms.
- Providing marketing direction incl. marketing budget (for partners), A&P calendar, brand activation etc.



JOMTAXI

SUN LIFE MALAYSIA ASSURANCE BERHAD

CORPORATE PARTNERSHIP PLAN & BUILD

Jom Protect

Taxi Rides Are
Now Safer With
FREE
2.A Insurance!



RME F with Pro
L JOMPROT
romo ends 31st Dec 2016

jomtaxi
Insurance Made Easy

GECB
SINCE 2003

57

FEATURED PROJECTS: CONSUMER GOODS

Client: KADYN PLUS SDN BHD / KADYN PLUS LIMITED

Brand: KadyN Plus™

Country: Malaysia, Hong Kong

Key Role & Responsibilities

- Overseas business planning through MLM concept, feasibility studies, financial planning, commission structure planning etc.
- Company profile, pitch deck, brand manual, testimonial book development.
- MLM structure system and business manual development.
- MLM Sales & Marketing kits and presentation preparation.
- Corporate Website content and design development.





OVERSEAS MLM BRAND & BUILD EXPANSION PLAN

FEATURED PROJECTS: SKINCARE

Client: CV. CANTIK SEJAHTERA

Brand: Neneq Java Essentials™, PLUSH™

Country: Indonesia

Key Role & Responsibilities

- International business planning, financial planning, master budgeting, business presentation deck.
- Material/product manufacturing cost.
- Business model and eco-system design.
- Distributorship pricing mechanism and strategy.





GLOBAL SKINCARE BUSINESS PLAN

FEATURED PROJECTS: HEALTHCARE

Client: PRIMARIA GROUP LTD

Brand: Primaria™

Country: Brazil, Spain, Bolivia, Malaysia

Key Role & Responsibilities

- International business planning, financial planning, master budgeting and business deck to promote chia seeds healthcare products.
- Computation of material/product manufacturing cost for accurate pricing strategy.
- Business model and eco-system design to support global SCM strategy.
- Advice on financial planning and funding structure for VC investment purpose.



A black and white photograph of a man standing in a field of tobacco plants. The man is wearing a short-sleeved button-down shirt and jeans, and is holding a pair of sunglasses. The field is filled with rows of tobacco plants. In the background, there is a line of trees and a tall antenna tower. The image is overlaid with several orange diagonal lines.

GLOBAL HEALTHCARE BUSINESS PLAN

GECB
SINCE 2003

63

FEATURED PROJECTS: AESTHETIC BEAUTY

Client: ONE DOC MEDICAL GROUP SDN BHD

Brand: One Doc Medical™

Country: Malaysia

Key Role & Responsibilities

- Franchise business planning, financial planning, master budgeting, business deck and franchise sales kit development.
- Business model and eco-system design for comprehensive SCM strategy.
- Materials and product costing computation for better gross margins.
- Product pricing mechanism and branding strategy for both services and medical products.
- Operating manual preparation and design for franchising purpose.





AESTHETIC BEAUTY FRANCHISE PLAN

GECB
SINCE 2003

65

FEATURED PROJECTS: AESTHETIC BEAUTY

Client: SKIN GYM GROUP SDN BHD

Brand: SkinGym™

Country: Malaysia

Key Role & Responsibilities

- Franchise business planning, financial planning, master budgeting, business deck and franchise sales kit development.
- Business model and eco-system design to support its HQ-Satellite business strategy.
- Materials and product costing computation for better gross margins.
- Product pricing mechanism and branding strategy for both services and medical products.
- Operating manual preparation and design for franchising purpose.

SkinGym™



AESTHETIC BEAUTY FRANCHISE PLAN

Dear valued customers,
We are celebrating
2nd anniversary!!
U'r entitled for the
grand lucky draw for any
purchase above RM1000
from NOW until OCT.
~Stay Gorgeous with Skin Gym~



FEATURED PROJECTS: DEVELOPMENT

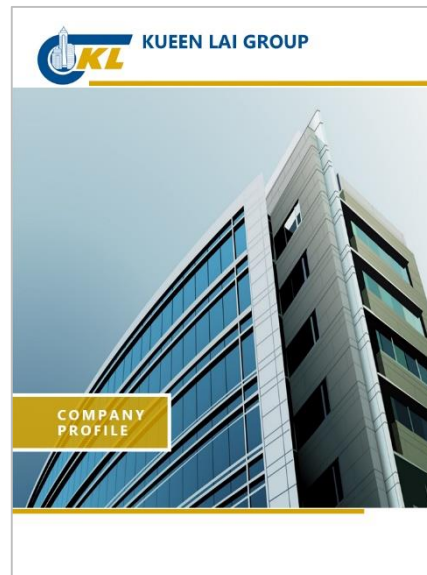
Client: KUEEN LAI PROPERTIES SDN BHD

Brand: KueenLai, Perkasa Tinggi

Country: Malaysia

Key Role & Responsibilities

- Corporate profile makeover project incl. corporate identity redesign and content writing.
- Corporate branding advice for both development company and construction company.
- Professional content writing services incl. interview with Chairman, suggested corporate profile structure, pagination, photo selection etc.





CORPORATE BRANDING & CONTENT PROJECT

FEATURED PROJECTS: DEVELOPMENT

Client: KEY WEALTH PROPERTIES SDN BHD

Brand: Key Wealth Group, Key Wealth Properties, The Essence SOFO etc.

Country: Malaysia

Key Role & Responsibilities

- Comprehensive development planning and preparations for a 65-acre Central Business District (CBD) development project in Klang Valley.
- Various key responsibilities incl. preparation of corporate profiles for development company, construction company, CBD project profile, property sales kit etc.
- Media planning and buying for the project incl. ATL and BTL segment.
- Advice on marketing schedule and PR essentials.



Master Development Plan Signed & Sealed For Tomorrow's Damansara

Signed, sealed and unveiled of a master development plan to pave the way for the last piece of 65-acre prime land located at Damansara.

Key Wealth Properties Sdn Bhd has unveiled its vision of building a city that is designed for tomorrow's livelihood at its signing ceremony in Empire Hotel Subang. This development that will revolutionise the property industry upon its completion, will be part of the sought-after master development plan in the heart of Damansara.

The signing ceremony was officiated by Chairman Mr. Loh Chang Yuen of Key Wealth Properties Sdn Bhd (The Developer), Chairman Mr. Lai Yu of Guangxi Construction Engineering Group Company Limited (The Construction Company) and Managing Director Dato Danny Cheah of Foster Estate Sdn Bhd (The Land Owner), which was witnessed and celebrated by an audience made of industry partners, investors and homebuyers.

Envisioned to be one of the top-notch eco-lifestyle developments in Klang Valley, this project launch reveals a projected Gross Development Value (GDV) worth of RM1.2 billion on its 1st phase.

According to Loh, he said, "a property's value is based on three main factors, 1st location 2nd location and finally 3rd location.

Hence, located on the last piece of 65 acres of prime land located at Damansara, this integrated mixed development encompasses five main lifestyle components, which include retail, offices, SOFO, apartments and hotel. Other projects in the pipeline comprise of Grade-A Service Suites, Commercial Banks, Convention Centres, International Schools and more.

PHASE 1: THE ESSENCE

The launching of its first phase of new homes called The Essence is priced as low as RM300k and above, which is a lifetime opportunity to secure for a predictable high return of investment.



From Left: Loh Chang Yuen (Chairman of Key Wealth Properties Sdn Bhd) and MD Lai Yu of Guangxi Construction Engineering Group Company Limited (Centre) with MD Dato Danny Cheah of Foster Estate Sdn Bhd at the signing of their JVA last November to sign, seal and unveil The Essence, the first phase of new homes.

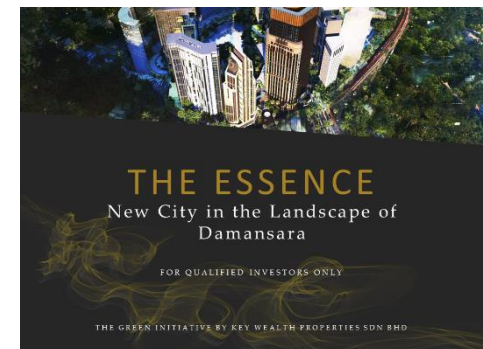
THE MASTER DEVELOPMENT PLAN

This 65-acre of land is envisioned to be home to more than 6000 residents and 10000 office workforces. This lifestyle commercial development is designed for tomorrow's livelihood.

An insight view into this amazing master development plan in the heart of Damansara, this integrated mixed development encompasses five main lifestyle components, which include retail, offices, apartments, SOFO and hotel. Other projects in the pipeline comprise of Grade-A Service Suites, Commercial Banks, Convention Centres, International Schools and more.

From the point of entry to exit, unlike the normal skyscraper, you will be drawn into a different dimension of lush greenery and serene pastures that exude inviting vibes and compelling beauty.

Seeing is believing. When this vision becomes a reality, you are in for The City of Endless Discovery.



KEY WEALTH
PROPERTIES



广西建工
Guangxi Construction

二建

FOSTER ESTATE

CORPORATE CONTENT & MEDIA PLANNING PROJECT

24th Nov

FEATURED PROJECTS: OIL & GAS

Client: METROASEA SERVICES SDN BHD

Brand: METROASEA

Country: Malaysia

Key Role & Responsibilities

- Annual corporate marketing workshop and consultation for oil & gas company.
- Provided marketing methods and tools to produce fixed and ad-hoc marketing budgets.
- Hands-on business planning, methodologies and implementation know-how.





MARKETING PLAN WORKSHOP FOR O&G COMPANY

FEATURED PROJECTS: TECH

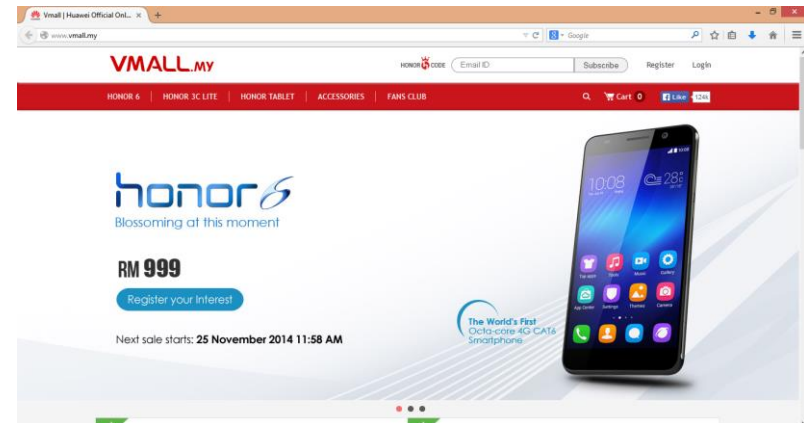
Client: HUAWEI TECHNOLOGIES (MALAYSIA) SDN BHD

Brand: Huawei®, VMall™

Country: Malaysia

Key Role & Responsibilities

- Case studies for Honor 6 before launching in Kuala Lumpur, product comparison with Samsung, MI etc.
- Web content writing and translation to BM, for Vmall.my
- Translation: English, Mandarin, Malay





CASE STUDIES WEB CONTENT & TRANSLATION

FEATURED PROJECTS: DIVERSIFIED

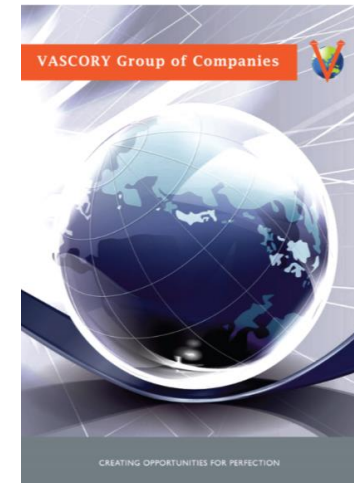
Client: VASCORY GROUP OF COMPANIES

Brand: Vascory™

Country: United Kingdom, Germany, Japan, Singapore, Malaysia

Key Role & Responsibilities

- Corporate branding and content consultation for the group of companies.
- Professional corporate profile writing and design for subsidiary companies ranging across sectors incl. Financial Institution, Property Development, Energy, Oil & Gas etc.
- Creative corporate identity for the group and subsidiary companies.



GROUP BRANDING DESIGN & CONTENT PROJECT

GEC CONSULT

Project 1

W324

2014

5/4/14

30 units
40
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GECB
SINCE 2003

77



Chapter 5

HAPPENINGS

Our humble journey from the dawn of 2003, started from scratch as an independent business consultant to the country's market leader in SME & Startup consulting



REPRESENTING CLIENTS



(Clockwise, from left): Part of Government's initiative, represented Felcra BPSB to interview Usahawan (local entrepreneurs).

Represented Felcra Mart (HeMAT) to meet interested Usahawan at KUD2017.

Organized event launch for GWi, for its debuted mobile game, partnered with Sunway Putra Hotel, KL.



(Above) As acting CEO (on CXO assignment), represented locally renowned celeb and Fashionpreneur Sazzy Falak to discuss collaboration with Charles & Keith, by Valiram Group.



(Above) Interview with COO of Daikin Malaysia, discussed and advised branding and content matters for Daikin Malaysia.



(Right) As acting CEO (on CXO assignment), represented a seed investment public company Hermetic Capital Berhad to seal collaboration with Alphacap Berhad.

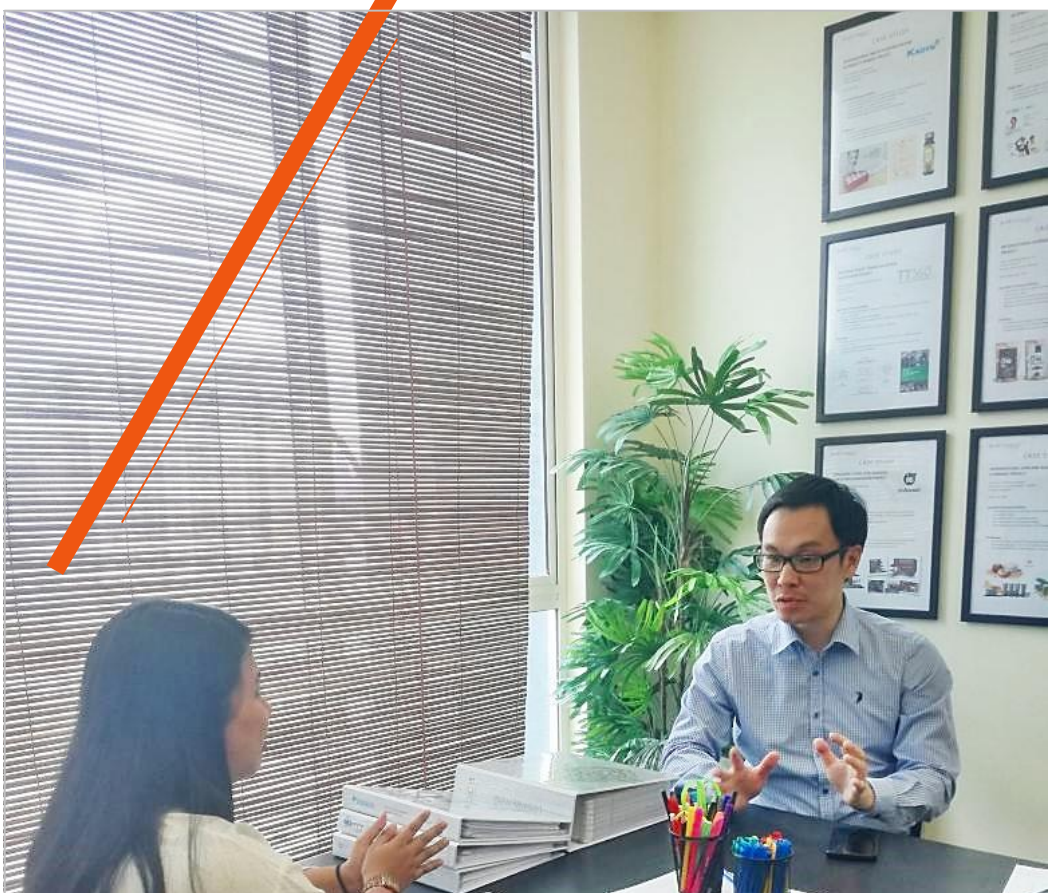


(Above) Represented GWi to further discuss collaboration details with MOL Pay through 7-Eleven outlets nationwide.

MEDIA COVERAGE

MALAYSIA SME
THE SME PAPER





MALAYSIA SME
THE SME PAPER

Franchise
ASIA

Star
plus
play

星洲日報
SIN CHEW DAILY

東方日報
Oriental Daily News

Franchise Viewpoint



How startups can scale through franchising

By THE FRANCHISE 500 GROUP
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Franchise Viewpoint



The problem is all about the...
A representative business model is...
The problem is all about the...
A representative business model is...

STEP 1: Marketing Your Business
The first step in the process is to...
The first step in the process is to...



STEP 2: Assess Operational Readiness
The second step is to assess...
The second step is to assess...

Franchise Viewpoint

STEP 3: Building a Strong Company
The third step is to build a...
The third step is to build a...



STEP 4: Franchise Agreement
The fourth step is to create...
The fourth step is to create...

STEP 5: Building a Successful Franchise Program
The fifth step is to build...
The fifth step is to build...

GECC
SINCE 2003



Chapter 6

CSR INITIATIVES

We think generations, not short term. As an integral part of our culture, our sustainable CSR strategy was launched in 2016, aiming to deliver a CSR program that makes us proud

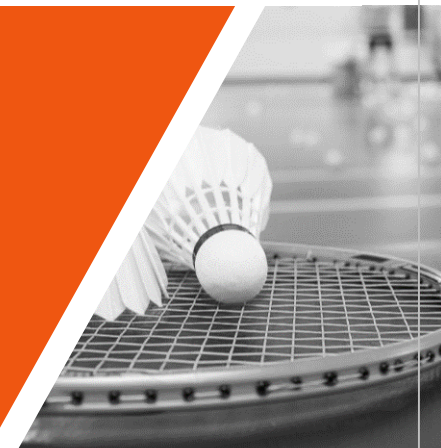


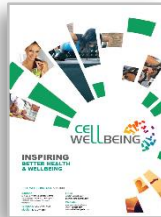
NURTURING FUTURE TALENTS





Organized by New Force Academy, headed by former national assistant coach (to Rexy Manaiky and Cheah Soon Kit) Chong Kien Ling, the academy is currently managing over 200 young players.





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