

TS **Tindakan Strategi**
empowering strategic decisions

CORPORATE PROFILE

www.tindakanstrategi.com

Our Origins and Aspirations

TS Name

'Tindakan Strategi', literally translated, means Strategic Action. We believe in providing our clients with precise and concise information as a basis for critical decision making, hence our tag line, '**empowering strategic decisions**'.

TS Executive
EDUCATION

TS Vision

To act as the international business development catalyst for international corporations.

TS Mission

Provide unique and practical value added solutions to our clients.

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About Us

TINDAKAN STRATEGI SDN. BHD. (694210-T) was incorporated as a limited liability company under the Companies Act of Malaysia in 2005 and commenced operations in the same year.

TS is an established leader in outsourced 'End 2 End' international business development operations. Our engagements cover C-Level missions at the strategic level ranging from advisory and planning to more specific operational Task Force missions concerning the implementation of business development plans such as research, due diligence, the establishment of regional offices and identification of new business opportunities.

Capacity building is an integral part of **TS** "client empowerment" strategy and is reflected in our customized training programs that address the sophisticated needs of senior management to skill development for career progression of management and junior executives.

TS clients generally have a market capitalization or project size in excess of USD 500 million and are present in diverse areas of operations ranging from real estate development, communications to education and healthcare. They have benefited from the value of our unique and pragmatic approach to business development and established network.

Our theatre of operations has generally had a greater emphasis on 'Greenfield' locations that include third world countries, developing nations and special projects executed within high growth countries.

Specifically, our network and projects are run within OIC (Organization of Islamic Countries), Africa (English Speaking Nations), MENA (Middle East and North Africa, including GCC (Gulf Cooperative Council) Countries, ASEAN (Association of South East Asian Countries) as well as the Central and Western reaches of China.

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Dato' Kamaruzzaman Alias

Chairman

DATO' KAMARUZZAMAN ALIAS is currently Chairman of Tindakan Strategi Sendirian Berhad (**TS**). Prior to his appointment to TS, he was on the Board of Golden Hope Parquet Sdn Bhd, Golden Hope Fibreboard Sdn Bhd and Golden Hope Furniture Sdn Bhd as a representative of Permodalan Nasional Berhad (PNB). Prior to his retirement from the Department of Agriculture (DOA) in 1997, he was the Deputy Director General of the Department of Agriculture of Malaysia. During his career in DOA, he was involved in various international programmes with ASEAN and FAO. He was also the Board member of the Malaysian Tobacco Board, Rubber Research Institute of Malaysia (RRI) and Selangor Agriculture Development Authority. Dato' Kamaruzzaman a chemist by training has engaged in various large scale agriculture projects such as the 'on-farm development of paddy irrigation areas in Barat-Laut Selangor' and introduced 'the Green revolution Programme for large scale planting of oil palm in peat soil in Kuala Langat and Sepang'. Dato' Kamaruzzaman holds a Msc. Hons Chemistry from the University of Guelph, Toronto, Canada

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Rizal Kamaruzzaman

Executive Director

RIZAL KAMARUZZAMAN is presently the Co-Founder and an Executive Director of Tindakan Strategi Sendirian Berhad (**TS**). In his capacity, Rizal leads the Strategic Projects and international relations activities of TS. Rizal began his professional career immediately upon his return from the United States of America with a Malaysian Government Investment Linked Company that specializes in space research and development. His position as a Spacecraft Propulsion Engineer heavily involved him in the nation's strategic defence activities and transfer-of-technology programs. He also had the opportunity to work alongside Russian and European Satellite manufacturers during his tenure as an engineer. Rizal later moved on to establish a private venture in space and communications technology overseeing technical and research initiatives. Rizal was also an Intern Technical Trainee for Malaysia Airlines System Among his key strengths are international relations, international business development and strategic planning and implementation of niche real estate projects. His early exposure within the Malaysian Government and movers and shakers of the global technology industry is an advantage especially in managing major investors, international relations and negotiations. Rizal holds a Bachelors of Science in Aerospace Engineering degree from Embry-Riddle Aeronautical University, Daytona Beach, Florida, United States of America.

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Kelvin Chua

Executive Director

KELVIN CHUA is presently the Co-Founder and an Executive Director of Tindakan Strategi Sendirian Berhad (**TS**). In his capacity Kelvin has been tasked to spearhead the training arm and business development activities of TS. Kelvin began his professional career as a consultant to Corporate Outsourcing Professionals Sdn. Bhd., an internal audit firm dealing exclusively with public listed corporations in the fields of commercial aviation, construction materials, chemical manufacturing, automotive components and information communications technology. Kelvin moved on to the creative industry and established Visual Multimedia Experts Sdn Bhd an advanced multimedia design and animation firm focussing on corporate and industrial applications. He was primarily responsible for the business development and financials of the firm. He returned to the financial sector by joining Global Asset Allocation Limited an international fund management firm and was spearheading the corporate development department. Kelvin was later attached to a private venture that specializes in satellite communications and remote sensing overseeing operational and administrative matters. Kelvin has extensive experience in journalism having covered both automotive and property industries as an analyst. His key strengths lie in offshore financial management, international business development and executive training. Kelvin holds a Bachelors of Science in Accounting and Finance degree from the London School of Economics of the United Kingdom.

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Datuk Dr. Mohd Ghazali Md. Noor

DATUK DR. MOHD. GHAZALI is currently the Senior Adjunct to Tindakan Strategi Sendirian Berhad (**TS**). He joined the Malaysian Civil Service in 1973 before continuing Masters in Public Administration at the Pennsylvania State University (Penn State) in 1982-83. He holds MPA and a Ph.D. from University of Southern California, U.S.A. (1990).

Joining the premier service in 1973, he held positions in various capacities. He has served as Deputy Director (1) Service & Career Division in the Public Service Department. Prior to his assignment as Special Assistant to the Deputy Prime Minister of Malaysia (1994-95), Dr. Ghazali had worked at INTAN. He moved up his career ladder, as the Head of the Office of Scholarship Programme, IDB based in Jeddah, Saudi Arabia (Dec. 1996) before he was appointed as the Director of Strategic Planning Office, of IDB Group in January, 2005 till 22nd July, 2009 (29th Rajab, 1430H). He retired from the IDB service on 16th December, 2009. He was Head of Secretariat to the "IDB 1440H Vision" Commission, (model upon Malaysia Vision 2020), chaired by H. E. Tun Dr. Mahathir Mohamad

He has been bestowed with esteemed awards due to his diligence, dedication, and invaluable commitment. The awards, among others are Certificate of Merit, Outstanding Graduate Achievement by USC for Leadership, Academic Excellence and Service to the USC Community in 1989; the Public Service of Malaysia, "Excellent Service Award" in 1993; the IDB Award for Excellence in Performance (Director Category) in 2000, and he has received Knighthood Honour from both the State Government Penang and Federal Government of Malaysia. He was elected to the International WHO's WHO of Professionals 2003-2004 Edition and Madison Who's Who (New York).

Whilst his service with the government, he had the opportunity to represent the country in numerous international seminars, programmes, conferences and meetings, such as OIC Conference; Arab Society for Human Resource Management (ASHRM); International Institute of Islamic Thought & Civilization (ISTAC); Global Emerging Markets Summit (GEMS-2008 & GEMS-2009) in London, UK; World Islamic Economic Forum (WIEF); and National Institute of Public Administration (INTAN), Malaysia; and presented a Paper on "Turkish-Asian Partnership: New Development Alliance" during the 4th International Turkish-Asian Congress in Istanbul, Turkey in May, 2009.

He is the Co-Founder – Convenor of Malaysian Professional Network (MPN), which consists of Malaysian Professional Expatriates working in the Western region of Kingdom of Saudi Arabia, based in Jeddah. Currently he is the Chairman, Malaysian Business Council, Jeddah (under MATRADE, Jeddah Office).

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Ervin Noordin

Education Technologist

ERVIN NOORDIN is currently the Education Technologist for Tindakan Strategi Sendiran Berhad (**TS**). He has been at the forefront of education technology from its infancy stage through to today's current virtual learning environments taking shape around the globe. With 10 years of experience heading the Cempaka Education Group's (CEG) K12 smart schools as Head of Technology, Ervin built up his 2 man team to a 25 strong task force managing the group's I.C.T. value chain. Of note, Ervin's leadership positioned CEG as the leading smart school and first fully net-accessible school in Malaysia through the rapid adoption of technology and virtual learning applications. These included One to One Learning, Remote Access Protocol for Home Schooling (immediately useful during the H1N1 and SARS epidemics) and Information Technology Service Management (ITSM) Key Performance Indicators. In 2008, Ervin was awarded the Apple Distinguished Educator (ADE), of which only 5 currently exist in Malaysia. ADE's are selected Education Professionals possessing an identified expertise in education technology leadership. In December 2009 he was certified as an Information Technology Infrastructure Library V3 (ITIL®) Professional. ITIL® is the most widely accepted approach to IT service management in the world. Ervin graduated from University of Oregon, School of Economics, Eugene, USA, with an Economics Degree and a minor in Business Administration.

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Dr. Syed Hamid Al Junid

DR. SYED ABDUL HAMID AL-JUNID is presently the Professor of Applied Finance and Head of Economics & Governance Department at the International Centre for Education in Islamic Finance. He is the former President & Chief Executive Officer of Universiti Tun Abdul Razak, a prestigious Malaysian Private University. Dr. Syed Abdul Hamid is a holder of a Ph.D. from University of Wisconsin (Madison), USA and Masters of Arts from State University of New York, USA, Dr. Syed Abdul Hamid is also a fellow member to the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). Dr. Syed Abdul Hamid's areas of interest include ethics and governance, philosophy of social science and economics, theory of knowledge as well as value and value-based leadership. In whatever spare time he has, he dabbles in writing and presenting as well as editing intellectually on related issues. Dr. Syed Abdul Hamid's writings and presentations include ethics and corporate governance, role of religion and spiritual capital in business and economic development as well as value and value transformation.

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Value Based

The ethos of our consulting arm is 'empowering strategic decisions' through value creation. Although *value* per se is a much clichéd word, we continue to emphasize our efforts on creating long term value for our clients. The results are measured through speed, cost efficiency, innovativeness and comprehensiveness of deliverables.

The core areas of our consulting practice are focused on International Business Development and its inter-related subject matters. A significant number of our projects require us to work from ground zero, however, where there is a functional business development division, we add value by supporting the initiative through specific technical services such as risk assessment, due diligence, marketing collaterals or even engaging our client's own prospects on their behalf.

Areas of specialization:

International Business Development

Multinational companies or those intending to participate in the global economy will eventually have to conduct international business development operations. Unlike domestic business development where the Client is familiar with the culture and needs of the general population, going international carries with it many concerns that may not have been obvious at the beginning.

Our role in international business development is to develop primarily the strategy (depending on industry, geographical location and the Client's vision) followed by the necessary support infrastructure (both hard and soft) for the business development team, this includes collaboration processes, executive training, specific technical assessments (due diligence, risk assessment, logistical support, financial planning, legal assessment, government liaison as well as creation of collaterals).

Our team consists of veterans who have served in various capacities in international organizations within both government and private sector organizations. They are supported by a young team of designers and collateral development experts who produce the necessary hardcopy and electronic presentations, websites and mobile materials that are crucial in today's civilization.



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'Greenfield' Projects

The development of Greenfield projects could be summed up as "Dream to Vision, Vision to Reality". Our role in a green field development is really the beginning of the 'last mile' in that sentence; Reality.

Green field projects require an even greater level of commitment and operational involvement than purely business development. In most cases, we would act as an extension of the C-Level or Project Manager's leadership in providing advisory and interfacing between key elements in the project (Example: Between Marketing and Engineering, Board of Directors and Management, Client and Authorities, Client and the Client's clients).

We have handled projects in the fields of city scale mixed developments, industrial zone development, compound semiconductors, aviation, agriculture, education, healthcare, ICT & telecommunications and Islamic finance.

Strategy Development

Strategy development is an area that we feel we excel at. Our experience in a diverse range of industries allows us to provide the Client with alternative points of view to a scenario. This has been appreciated by clients seeking to inject a fresh breath of air into a project team that has only always worked within the industry since the beginning of their careers.

We achieve our goals of providing the Client alternative strategies through a meticulous methodology of workshops, situational assessment and testing permutations and combinations applied in other industries.

Once again, measurable improvements would be recorded in time savings, cost efficiency, generation of further business opportunities.



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KPI and KRA Development, Implementation and Monitoring Systems

Key Performance Indicators (KPI) and Key Result Areas (KRA) are the most commonly used measurements of progress and used to highlight areas where shortcomings need to be addressed.

KPI and KRA analysis, drafting, recommendations, implementation and monitoring methodologies are part and parcel of any project we carry out. Thus, it is possible for us to conduct a KPI and KRA assessment and recommendation report on an independent project by project basis.

Public-Private-Partnerships

A Public-Private Partnership (PPP) in simple terms is an initiative with the participation of both government and private sectors for the collective good of the community. Both parties each contribute an agreed amount of resources (financial, material, assets, manpower or knowledge) to ensure the initiative is a success.

Easy as this may sound, the intricacies of structuring such a deal remains a massive challenge even in developed countries. However, through a combination of ingredients and our advisory, Win-Win-Win outcomes are possible.

Our focus areas in the context of PPP's are on education, health and telecommunications.



TS Executive EDUCATION

Capacity building is an integral part of TS “client empowerment” strategy and is reflected in our customized training programs that address the sophisticated needs of senior management to skill development for career progression of management and junior executives. Our programmes are customized by the levels indicated in the pyramid below.



- C-Level Focus**
 - Round Table Sessions
 - Intellectual discourse with international peers
 - Macro-Level Strategy Training
- Senior Management Focus**
 - Global Knowledge Series
 - Strategic Leadership Skills
 - Resource Management
 - Business Simulation Workshops
- Junior Management Focus**
 - Lecture and workshop series
 - Career Development Programs
 - Motivational Training
- Executive Focus**
 - Lecture and workshop series
 - Management Training
 - Technical Discipline Training
 - Personal Development Programs
 - Motivational Training
- Ground Staff Focus**
 - Vocational (On the Job) training
 - Personal Development Programs
 - Motivational Training

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Our Current Programmes

TS Executive EDUCATION

BIZDEX
Business Development
Executive Series

STRIDES
Strategic Islamic Leadership
Executive Development Series

PRIMES
Project Implementation and
Management Series

APPLIED
Applied Education Professional
Leadership Series

BIZGAMES
Business and Corporate Living
Skills Strategic Games

ETERNAL
Executive Training Needs
Analysis and Evaluation
Instruments

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TS Executive EDUCATION

Our Programmes Value & Niche

TS Executive EDUCATION

FRAMEWORK

CORE COMPONENTS	TS EXECUTIVE EDUCATION	CONVENTIONAL PROGRAMME
Concept	Focused and straight to the point experiential learning programme. Is designed to internalize sustainable personal development among participants. Crafts international and domestic references in the context of the needs of participants. Meets interoperability needs of the client.	As defined internally by the administering academic institution and generally in the context of their own communities' needs.
Content	Clear, concise material and activities delivered in a format that is easy to understand, increases learning results retention and promotes continued personal development values.	Proven and tested content designed to meet the needs of the majority. However focus of case studies and delivery methodology may not suit local learning approaches.
Customisation	100% customisable to meet the client's objectives.	Prescribed programme may not always meet the needs of the client. It is noted that leading Ivy League institutions offer a degree of customisation, but at a significant premium to clients.

TS GRC

IMPLEMENTATION

CORE COMPONENTS	TS EXECUTIVE EDUCATION	CONVENTIONAL PROGRAMME
Pre-programme	Participants are put through a pre-programme assessment exercise designed to profile their personalities and determine their technical capabilities. Advanced reading of course materials is expected prior to the commencement of the course.	Study guides may be provided along with pre-briefing sessions.
In-programme	We utilise a combination of methods and quality faculty to improve leading outcomes.	Leading institutions utilise a combination of methods and quality faculty to improve learning outcomes .
Post-programme	The single biggest unique selling point is the post programme assessment and continuous improvement activity. Participants will have to undergo a self assessment performance monitoring schedule for a period of 6 months to evaluate their ability to apply the learning outcomes of the course. This provides clients with a measurable return on investment for money spent on their staff training.	Participant feedback forms and if requested, 360 degree evaluation can be conducted at an additional cost.

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Case Study: Executive Education



IDB Global Islamic Leadership Programme

The Client

Islamic Development Bank Group's (IDB) Islamic Research and Training Institute (IRTI), the 57th member of OIC and principle development financial institution for Islamic Countries.

PHASE 1

The Situation

IRTI had identified several quick win projects that were critical to the sustainable growth of economies among OIC member countries, one of which was leadership development. The Client needed to assess the current level of leadership development and the various offerings of leadership programmes among OIC member countries versus more established Ivy League institutions.

What Was Needed

A comprehensive review of available leadership programmes in OIC countries, Ivy League institutions leading to a comparative assessment of the existing landscape. A report containing recommendations for the development of the world's first unique Islamic Leadership programme focused on government, corporate and industry would be the deliverable.

Our Solution

We applied global best practices in the research survey, utilizing both primary and secondary datasets obtained from live interviews with governments, academic institutions, corporations, industrialists and subject matter experts. These were matched against online questionnaires and surveys sent to no less than 200 organizations.

A comparison matrix with our recommendations was drafted to give IRTI a clear and comprehensive view of the current leadership development landscape among OIC countries versus more advanced countries.

The Result

The Client managed to acquire the necessary data in 2 months, well ahead of schedule and requested that we extend our scope to cover the facilitation of a workshop in Jeddah, Saudi Arabia as the starting point for the development of the IRTI Global Islamic Leadership Programme.

PHASE 2

The Situation

On completion of the first phase of the programme, IRTI needed to develop a curriculum that met the needs of an Islamic Leadership programme and test it in a pilot project.

What Was Needed

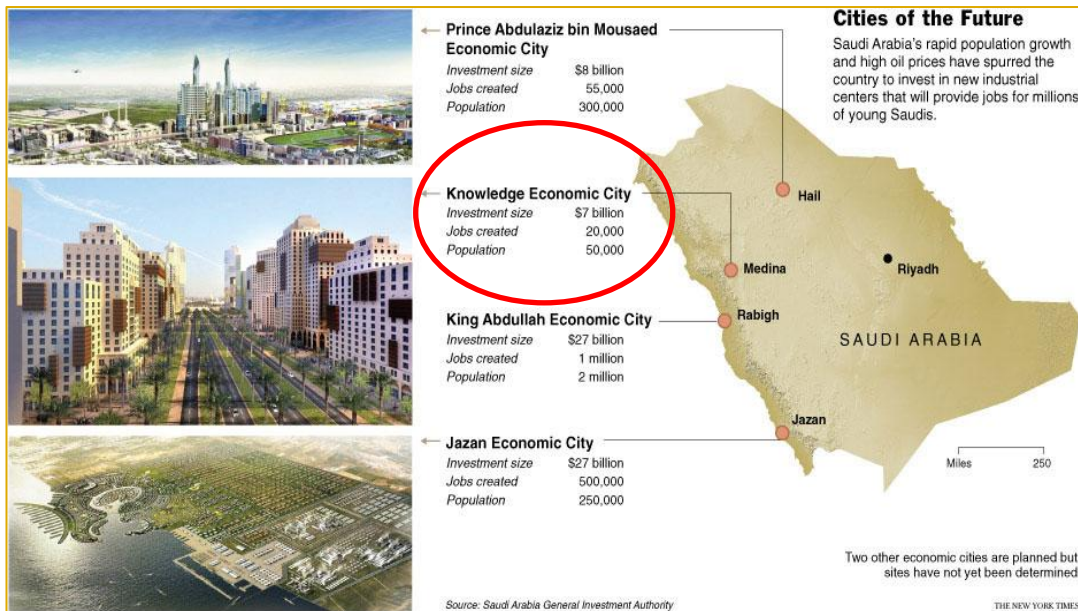
IRTI needed to evaluate the comprehensiveness of the curriculum and its ability to improve leadership performance among a selected group of individuals representing both NGO and government sectors.

Our Solution

The team worked jointly with IRTI committee members and subject matter experts to develop and fine tune the curriculum for a Global Islamic Leadership Programme. We proceeded to deliver the first session of the pilot project with Cohort 1, consisting of NGO leaders. Following improvements, we delivered Cohort 2, consisting of senior government officials. The team provided 'turn-key' logistic support and performance monitoring infrastructure for both cohorts.

The Result

The curriculum development, refinement and delivery of both cohorts were completed on time or ahead of schedule. Our logistics support helped the client save nearly 30% of their operational budget. On-going performance monitoring showed significant improvements in leadership through our proprietary continuous leadership KPI assessment system.



Strategic Planning & International Business Development Knowledge Economic City, Madinah Al-Munawarah

The Client

Knowledge Economic City Madinah a USD 10 Billion City Scale development and one of six proposed Economic Cities designed to diversify and drive economic growth in The Kingdom of Saudi Arabia.

The Situation

The Client was at the finalization stage of project planning and needed to validate critical information for master budgeting and zoning parameters. More importantly, the Client did not yet have a comprehensive business development plan or standard operating procedures in handling potential investors.

What Was Needed

The Client required a comprehensive Business Development Function. This included Turn-key development of all Business Development strategies, operational functions, support infrastructure, staff training and eventual handover on a modified BOT (Build -> Operate -> Transfer) schedule over a 2 year period.

Our Solution

We worked from the ground-up with project teams working on site and remotely to:

- First, rapidly obtain and analyze data and provide recommendations required for project planning;
- Second, develop Business Development strategies and the Client's Strategic Marketing Plan;
- Third, Consolidate and adapt global best practices for Business Development Initiatives as an operational model in a comprehensive Investor Coordination Centre;
- Fourth, deploy, manage and engage potential investors on behalf of the client in key areas; namely education, health and infrastructure over the engagement period;
- Finally, on completion of systems, structures, process and training of personnel, we handed over the function to the Client.

The Result

The Client saved valuable time and resources (realized cost savings were estimated at 50% comparative to attempting to develop it internally or utilizing more expensive 'branded' consultants') by outsourcing the initial part of the business development initiative while seeing measurable results in the number of potential investors handled as well as the improvement of "client-authorities" relationship.

We achieved all our contract milestones on schedule and under budget, eventually transferring a fully functional Business Development division to the Client at the end of the second year.



Strategic Planning & International Business Development Nusajaya, Iskandar Development Region, Malaysia

The Client

Southern Industrial and Logistics Cluster a USD 1.5 Billion mixed industrial zone project focusing on Advanced Technologies and Green Technologies located in one of Malaysia's Economic Corridors – The Iskandar Development Zone, bordering Singapore.

The Situation

The project was at the inception stage in a 'Greenfield' location (site was still secondary jungle). No business functions existed at the time of our engagement.

What Was Needed

The Client required a clear strategic direction on the type of industries to be targeted and operationally, the full suite of structures, systems, processes and personnel to activate the project as a going concern. Three special areas of focus were:

- First**, identification, selection and promotion to key industries that fit into the vision of the citywide master plan (the overall project covered an area of 100 Square Kilometers);
- Second**, to develop a customized Investor Coordination Centre as an interface for investor management and government liaison;
- Third**, identification of the catalyst components of the project that would make the development a success.

Our Solution

We engaged into a comprehensive industry review, vetting all industries before recommending a select group of industries that fit the client's requirements.

Our next step was to define the strategies in approaching and drawing the attention of potential investors to the site with the ultimate aim of securing their investment in the project.

On completion of that exercise, we systematically put into place all necessary systems, structures, process and people for the business development, branding, sales and marketing aspects of the project and how these would interface with the engineering projects division, authorities and investors as a fully functional Investor Coordination Centre. At this stage, the scope of our contract was expanded to include the preparation of marketing collaterals (electronic, web and literature).

Finally, we engaged key players in the targeted industries in the creation of the project's 'catalyst component', the "Centre of Convergence" which was a multi-function facility that allowed both commercial and industrial functions of differing industries to share economies of scale and benefit from technological advancements in a shared services/facilities model.

The Result

The Client had a fully functional business development unit and Investor Coordination Centre ahead of schedule. Eventually, the Investor Coordination Centre was modeled as the basis for the development of Iskandar Development Zone's Super Authority own Investor Coordination Centre. At the strategic level, the Client met all the goals set out by the board of directors. At the operational level, the Client had a fully functional organizational structure for the project. We achieved the milestones laid out for us on schedule and on budget.

Other Highlights



International Technical Evaluation KANC Korea



International Business Development, Japan



Industrial Advisory @enstek, Malaysia



Tindakan Strategi and Univeristy of Malaya Collaboration MOU

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2009-2010

- Collaboration in Executive curriculum development for Malaysian Education Professionals, programme roll-out and research with University of Malaya Institute of Principalship Studies
- Global research and survey of Leadership Executive Training programmes currently offered throughout the world with a specific focus on OIC member countries
- Facilitation, design, development and delivery of the world's first Global Islamic Leadership Programme under the auspice of Islamic Development Bank and Islamic Research and Training Institute
- Executive training of NGO's from IDB Non-Member countries as part of a Global Islamic Leadership initiative
- Due diligence assessment of the pharmaceutical landscape in Middle East North Africa, with a specific focus on Gulf Cooperative Council (GCC) countries
- Strategic planning and advisory for an mixed used industrial zone as part of Malaysia's East Coast Economic Region development
- C-Level advisory, strategic planning and development of broad spectrum of critical management tools, standard operating protocols and business units for Knowledge Economic City Madinah

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2007-2008

- Strategic and International Business Development Consultant to Knowledge Economic City Developers Company Limited, a USD 10 Billion integrated city development in Al-Madinah, Kingdom of Saudi Arabia
- Feasibility studies on business opportunities and participation models for foreign investors in the areas of education, hospitality, real estate sub-development, transportation and healthcare in The Kingdom of Saudi Arabia
- Creation of marketing collaterals for international business development of a major real estate development in The Kingdom of Saudi Arabia
- Risk management and assessment exercise for a Malaysian Real Estate Developer
- Executive training for a Malaysian conglomerate on "Risk Management in Real Estate Development"
- Executive training for a Saudi Arabian conglomerate on "Strategic and Entrepreneurial Leadership"
- Advisory on e-commerce initiative as an effective platform for fast moving consumer goods
- Advisory on design and promotion materials for various business development initiatives
- Coordination of 'One-Stop-Centre' for SiLC industrial park investors
- Strategic Business Planning for Agro Based Industrial Initiative
- Research and development of new industrial park product for ENSTEK Industrial Park located near the Kuala Lumpur International Airport
- International Business Development and promotional activities for SiLC and ENSTEK Industrial Parks
- Promotion of Malaysia alongside the Malaysian Investment Development Authority as a foreign direct investment destination
- Promotion of Chinese Industrial parks in a 'two-way' one stop centre role between Xi'an China and South East Asian countries

2005-2006

- Research and presentation of industrial clustering concepts as a feasible industrial park product
- Strategic development of a 'One-Stop-Centre' standard operating procedure guide for an advanced technology industrial park
- International business development and promotion of Southern Industrial and Logistics Clusters (SiLC) Advanced Technology Industrial Park, South Johor, Iskandar Development Region, Malaysia
- Advisory on design and promotion materials for various business development initiatives
- Promotion of Malaysia as a foreign direct investment destination at the international level
- Research and recommendations for a nanotechnology implementation road map for corporate and national level
- Strategic development of nanotechnology as a potential new business for a Malaysian conglomerate
- Strategic industry review and provision of inbound services to a compound semiconductor industry player
- Advisory role on the development of a regional teleport for satellite communications
- Advisory on space based remote sensing platforms for civilian applications

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Tindakan Strategi Sdn. Bhd. has always been conscious of the need to give back to society, especially in our area of business. It has been our philosophy to invest in our future through firstly, the provision of opportunities for children and secondly, jointly supporting existing Corporate Social Responsibility (CSR) programmes currently conducted by our clients.

The quantum and method of supporting these programmes differs on a case by case basis and is at the sole discretion of Tindakan Strategi Sdn. Bhd's board of directors. We are actively involved in 2 programmes that we believe will add tremendous value to our clients.

The first of our CSR programmes is what we call, "Our children, our future"

This programme is run specifically for clients of our Knowledge Transfer Programmes and Executive Training Sessions. It basically apportions a percentage of revenue received from our clients to be given out as partial or full scholarships/education supplements to the children of their employees. The selection of the deserving recipient is coordinated and agreed upon by the client and in most cases goes to the child/children of an employee(s) who has achieved the greatest improvement in performance upon successfully completing our programmes.

Clients who engage us on long term training or knowledge transfer programmes have the added benefit of not only raising morale and driving performance improvement but also allow the children of their employees to benefit from their parents' efforts.

The second CSR programme is aligned to clients values, "Co-Sponsoring our client's CSR activities"

In this case, TS participates in a limited role within the client's existing CSR programmes. The focus of this participation, quantum and methodology varies on a case to case basis. The added value of this exercise allows the client to further develop the scope and reach of their own CSR programmes.



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