

ARMIENA

Technology Preferred Partner



COMPANY PROFILE

ARMIENA GROUP SDN. BHD

www.armiena.com



WELCOME!



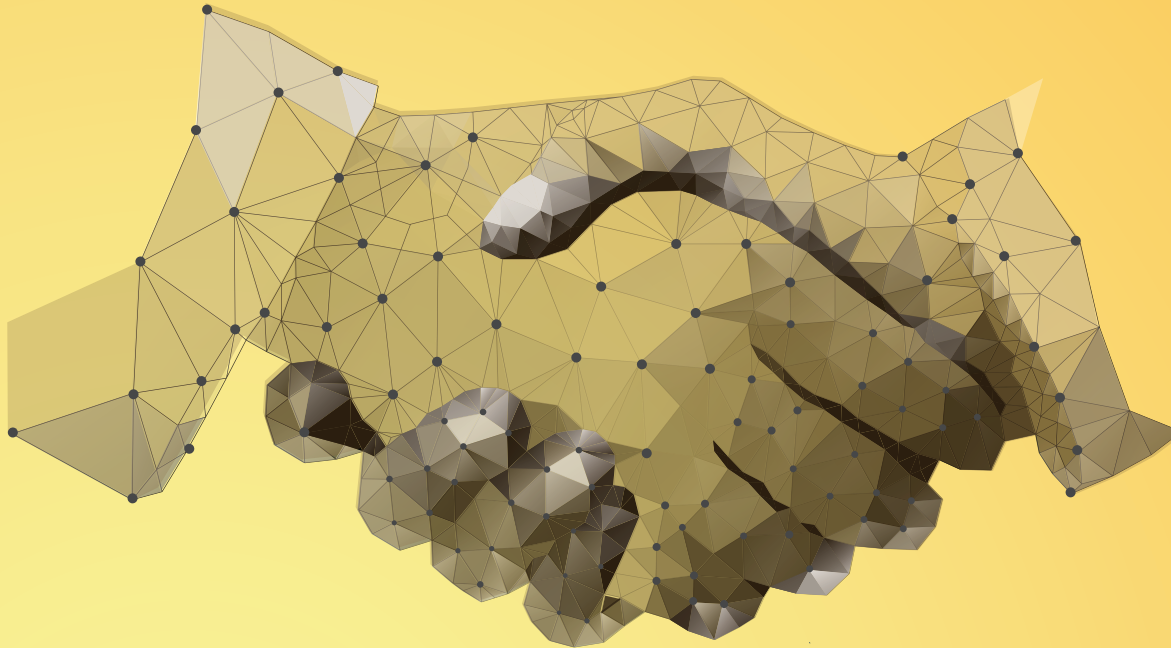
Thank you for viewing our company profile. We look forward to a successful working relationship in the future.

Should you need any further information, please do not hesitate to contact us.



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**ARMIENA GROUP IS YOUR PARTNER FOR SOLUTIONS
IN THE AREA OF INFORMATION
TECHNOLOGIES & SOFTWARE ENGINEERING**

Armiena Group Sdn Bhd
was incorporated in July 2020 by
Mr. Shamim Shafiee
ARMIENA GROUP SDN. BHD.

Armiena Group Sdn Bhd (1373353-A) was incorporated in July 2020 by Armiena's Founder Mr. Shamim Shafiee with team of creative talents who are passionate in helping companies to stay relevant and be successful along technology adaption.

Formerly known as Armiena Solutions and Armiena Technologies, the company served as a software and creative agency, has grown to become a Digital Technology Start-up Company based in Kuala Lumpur, Malaysia.

We partner with many types of businesses in the area. We strive to eliminate IT issues before they cause costly downtime, so our clients can continue to drive their business forward.



A fully Malaysian / Bumiputera - owned company; Armiena Solutions was started with a handful of Creative and IT staff knowledgeable in system development over various industries such as Governmental, Manufacturing, Hospitality, Retail, Food & Beverages etc.

Setting-up for future growth, Armiena started to make a name in digital industry in both government and private sectors. Among the clients are Baiduri Dimensi, MOE, MARA, IPPTAR and others.

With the years of experiences gained from assisting big names in corporate sector, Armiena took another big leap. With having adapted to the corporate world, Armiena Group Sdn. Bhd. was introduced with a new business model.

Armiena Group was incorporated with the ambition to help by bringing you technology solutions that enable enterprises to become more productive and efficient while spending less.

We believe in taking a proactive approach: Identifying and resolving small problems before they become big expensive ones. With our range of products and services, we offer solutions that clients can be free from hassles or worrying about their technology bottleneck and to be able to spend valuable time and energy focusing fully on your business.

ABOUT ARMIENA



**Technology
Preferred
Partner**



VISION & MISSION

MISSION

1. To undertake initiatives to help companies and enterprises transform and succeed fruitfully with technology.
2. To stimulate economic growth by accelerating business transformation with adoption of sustainable technology management in global supply chains.
3. To enable businesses to get competitive edges in the market by building scalable indeed extensible softwares and mobile applications.
4. To pursue relationships based on transparency, persistence, mutual trust and integrity with our employees, customers and other business partners.



Going global as a First-Class preferred technology partner in providing holistic solutions with leading edge technology.

VISION



CORE VALUES

A R M I E N A



AGILITY

We are ready at all times and strive to adapt to any change and be innovative for our business growth.

RESPECT

We are willing to invest time to understand, trust and support each other to achieve shared success.

MOTIVATED

We motivate to work towards company goals to make our dreams a reality.

INNOVATION

We encourage accountability, self-motivation and solution-driver approach which in turn fosters creativity and innovation.

ETHICS

Our service culture is rooted in the practice of ethical manners which are the driving force in all we do.

NEUTRAL

We strive to embody clear and open communication in all aspects – business functioning, customer & supplier transaction.

ACCESSIBLE

We define our business as the ability of being reached, approached, utilized, understood and benefited by our clients and partners.



COMPANY INFORMATION



Company Name : Armiena Group Sdn. Bhd.
ROC Reg. No : 202001017033 (1373353-A)
Corporate Status : 100% Bumiputera
Date of Incorporation : 6th July 2020
Founded in : 2012

Office Address : S-19-07, Wisma YNH, Kiara 163,
Jalan Kiara, Mont Kiara,
50480 Kuala Lumpur, Malaysia.

Official Website : www.armiena.com
Email : info@armiena.com
Office Phone No. : 03-2770 2575
Fax No. : 03-2770 2809

Principal Activities : Computer Software, Information
Technology & Services

MSIC Code : 70201, 62091, 46510
Official Bank Name : Maybank
Account Bank No. : 5648 9213 7196

Board of Directors : Muhammad Shamim Bin Shafiee
: Mohamad Sunawan Bin Sutamat
: Muhammad Khatta Bin Sayoti

Company Secretaries : Muhibbin Group Sdn. Bhd.
Office Address : B-08-17, I-SOVO@I-CITY,
Persiaran Multimedia
Seksyen. 7, 40000 Shah Alam
Selangor, Malaysia.
Email : muhibbin.associates@gmail.com

Secretary : Luqmannul Hakim Bin Mohd Halim
License No : MIA38856
Address : Lot 2935-D, Jalan Anggerik,
Paya Jaras Hilir, Sungai Buloh,
47000 Selangor, Malaysia.
Email : luqman.muhibbin@gmail.com



HISTORY THE JOURNEY

2012 – Our story traces back in the late in 2012 when we shared with small freelancing businesses, through partnerships, sub-contracts and industry firsts, and to have grown into a purpose-led company, namely Armiena Group, today.

Dating back to the early establishment, the founder of Armiena, Shamim Shafiee, a young talented software developer began his career as a part-time entrepreneur with starting to take own projects which generated payments. As this proves to be a profitable enterprise, in 2015, our founder has taken another step ahead, by focusing on building an influential empire in the creative digital agency.

2015 – By 2015, Armiena Solution Enterprise was established and registered under SSM as an official enterprise based in Ampang, Kuala Lumpur, Malaysia with the objectives to focus in the Creative Design and Software Development services. Started with a one-man show enterprise that is passionate about developing inspiring ideas and working with clients to help launch, reinvent and develop their respective brands.



2018 – As a result, the business has expanded into other regions nationwide. Hence, Armiena solutions has emerged into another brand – Armiena Technologies. From a one-man enterprise, Armiena has now teamed up with designers and software developers to enlarge its customer base by approaching Governmental Ministries and Departments, Government-Linked Companies (GLCs) as well as private sector with combined efforts to get them on-board. Armiena Technologies has gradually gained customers' trust and also numerous valuable recommendations in various sectors and industries. Among the big names are Baiduri Dimensi, the Ministry of Education in Malaysia, Rural Capital Berhad, IPPTAR etc.

After nearly one year of research and development, the company has officially started to focus on product-based solutions, namely SenangUrus and SenangWeb.

2019 – It's a remarkable year for Armiena Technologies to achieve a winning award from MWA (Malaysia Website Awards) and a recognition that marks the completion of Armiena Technologies journey to reach customers and their broad idea towards digital technology.

2020 – In July 2020, with having aspired by Malaysia's National Policy on Industry 4.0 or Industry4WR and due to the breadth and depth of the technology industry and its related services, growing at about 80% annual sale derived from project services, Armiena Group Sdn Bhd was established and it will set out to revolutionize the digital world with the launch of its newest products – SenangUrus and SenangWeb.

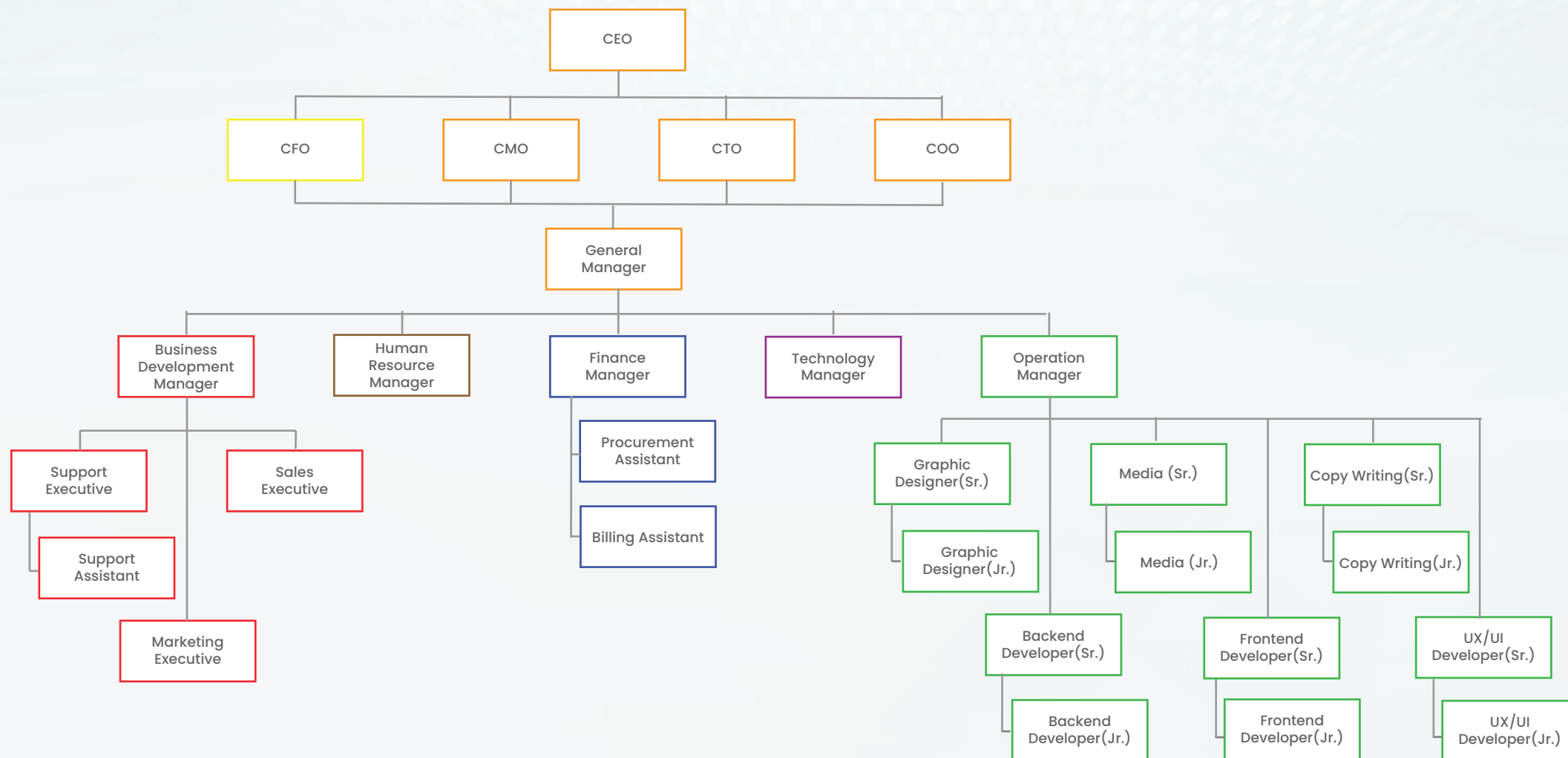
In **September 2020**, ARMIENA GROUP through the products of SenangUrus and SenangWeb has been awarded to be one of the supporting tools and mechanisms in RURAL COMMUNITY EMPOWERMENT OF PROGRAM (SKPLB) under the Ministry of Rural Development.

In **October 2020**, throughout our collaboration with MARA Excellent Ventures (MEX), a wholly-owned subsidiary of Majlis Amanah Rakyat (MARA) to create awareness and campaign on Business Digitalization for MARA Entrepreneurs.

In **October 2020**, Armiena Group has signed off a MOU and Collaborative Note NENO Malaysia and others NENO Strategic Partners that took place today at PKNS Biz Point, Shah Alam, Selangor.



ORGANIZATION CHART





MEET OUR KEY PEOPLE



ADVISOR



Dr. NOOR ZURAIDIN BIN MOHD SAFAR

Technology Advisors, Armiena Group

Dr. Noor Zuraidin Mohd Safar graduated from University of Portsmouth, United Kingdom and holds a Ph.D in Computer Science, BSc in Computer Science from University of Tulsa Oklahoma, and MSc in Internetworking Technology from Universiti Teknikal Malaysia, currently serving as a H.O.D at UTHM APEL Center, Verification & Accreditation Department and Senior Researcher in Faculty of Computer Science and Information Technology, Sensors and Internet of Things (SioT) Information Technology, Universiti Tun Hussein Onn (UTHM) Malaysia.

Dr. Noor Zuraidin is a qualified researcher / engineer and a member of the International Association of Engineers (IAENG). His main research focuses on the area of machine learning, soft-computing in environmental, meteorological data in tropics, computer network security and web technology.

MANAGEMENT



SHAMIM SHAFIEE

Founder & CEO

Extensive experience of leading business operations and diverse competitive business. Competent in conceptualizing, business plans, strategies, processes and systems to foster organizational excellence. Work values focus on customer first, respect for individual, continuous improvement, critical thinking.

Shamim oversees the operations of the organization and also lends his experience and guidance to clients' creative and technical initiatives. He also a founder SenangUrus, a powerful digital and automation enterprise solution, SenangWeb: a global creative web platform and others start-up ideas. When not attending any business meeting and conferences, you'll find him travelling, hiking or spending time with his family.

OUR TEAM //



Sunawan Bin Sutamat

CFO / Corporate Development

Sunawan's background was in the financial and banking industry with 4 years of working experiences with CIMB Bank Berhad and Agro Bank. Having graduated from University Technology Mara (UiTM) in Puncak Alam, Selangor, Sunawan is responsible for the planning, implementation, managing and running of all the finance and business development activities of the company, including business planning, budgeting, forecasting and negotiations. He is a dedicated hunter who strives to deliver consistent results.

Graduated from KUPTM in Bsc . Hons. Networking and Mobile Computing collaboration With Coventry University, UK. Khatta has a year of experience as a process engineer / software developer. Our digital properties have grown to include a creative works that rich with photo, video content and original copywriting, because we always aim to deliver a project that is one of a kind, Khatta is the right person that turns ideas into reality.

Khatta Bin Sayoti

CTO / Creative



OUR TEAM



Hanis Bin Harun

General Manager

Armed with M.Sc in Software Engineering from University Tun Hussien Onn Malaysia and B.SC. (Hons) in Computer Science from Kolej Poly-Tech MARA Kuala Lumpur and Coventry University, United Kingdom, Hanis works with clients on a variety of their digital needs, specializing in website development and interactive marketing. As an Account Executive with more than 15 years of experience in business analysis, marketing, and personnel management, Hanis brings tremendous experience and in-depth knowledge to his role.

Azri Bin Rosmail

COO /Engineering

Graduated from Universiti Kebangsaan Malaysia (UKM) in Bachelor's Degree in Software Engineering (Information System), Azri is fluent in numerous programming architectures, including PHP, Laravel, JavaScript, CSS and other front-end languages. His working experience involves in Blood Donation Management system and Online Food Ordering System by using Laravel Framework.

More than just a talented programmer as well as a software developer, colleagues would describe him as warm, amenable and genuine in his work as he is in his friendship. Whenever not at work, Azri enjoys playing his soccer game and defending the goal in street futsal. Yes, "I'm one of those guys."





OUR SERVICES

**CODE
CREATIVES
CONTENT**



#01

Technology Advisory / Consultation

Focus on creating sustainable values at the key intersection of business and technology. Our working strategy combines data analysis, research, technical application, and reporting to ensure that every working part of the projects of our valuable customers being optimized in a way that will be appealing to their respective consumers and target markets.

Develop a digital strategy to support our customers' projects will ensure their success, and that's what we want to see it happen. With consistent and steady efforts, we help clients to gain insights and make decisions about their current campaigns, and strategize for their next ones.

#02

UX/UI and Software Engineering

An engaging combination of user interface (UI) design and user experience (UX) design is what draws people through various elements of their site to the intended outcomes. Design guides visitors' behaviour while interacting with contents, and is what will bring the visitors back again and again — that's how visitors being converted gradually into customers.

We take all of unique elements our customers prefer for their projects and turn those features into codes. Our development services include thorough QA testing for speed, accuracy, functionality, and responsiveness across multiple devices.

#03

Branding & Creative Development

A full-service digital that complements our customers' businesses from planning and strategy to design and development.

We work collaboratively through the entire design process, with making careful decisions based on our customers' target audience, consumer data, research, as well as with our technical expertise. Functionality drives the bus, paired with an attractive visual design and accessibility.

- Help people find exactly what they need
- Evoke our customers' brand personality
- Guide people through the buyer's journey

#04

Digital Marketing & Content Creation

In the highly mobile age, digital marketing is a crucial part in digital strategy for businesses of all sizes and industries. Whether you're a B2B, B2C, non-profit, or an international brand, digital presence can increase your reach, build a community of brand ambassadors, and humanize your business.

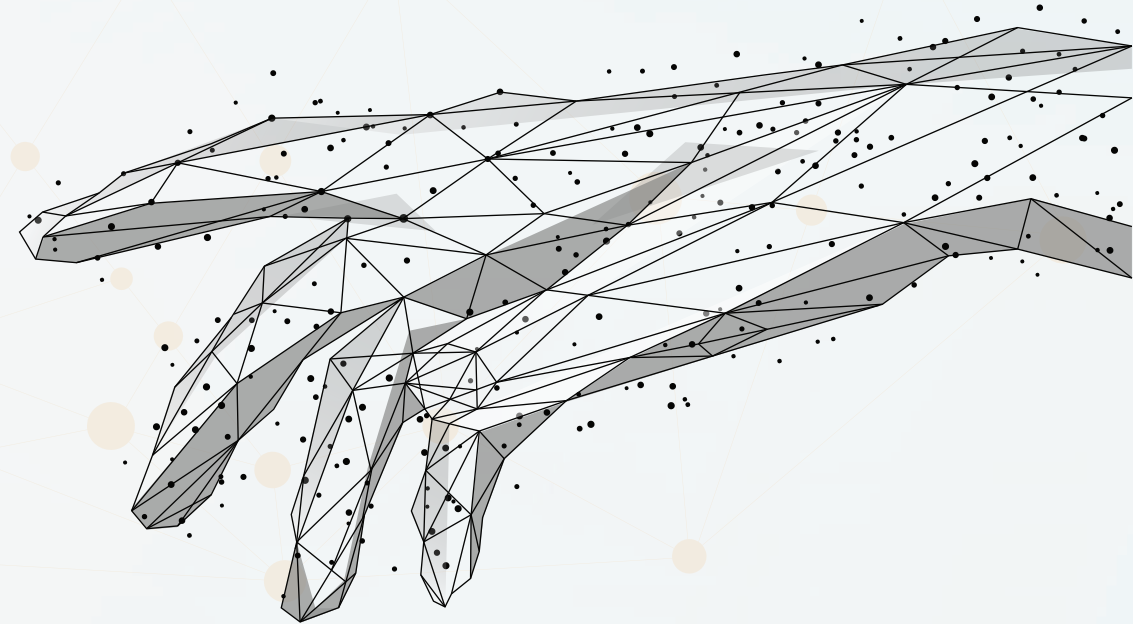
With our awards winning team pairing interactive services and consistent content production to help you generate leads and close sales and when a satisfied customer shares a success story to their friends and family, that's the kind of marketing which money can't buy.



OUR PRODUCTS



**COMMUNITY,
CREATIVITY
COMFORT & MORE**



OUR PRODUCTS //

Business Made Simple

senangurus

SenangUrus is a smart integrated cloud-based business management solution that consolidates company data, resources, operation and core business functions into an all-in-one system, customized for enterprises of various sectors for your specific requirements and industry-related needs.

The aims of SenangUrus is to help businesses adopt technologies to automate their business operations as we provide a ready-made software that is continually being improved by our development team to assist our customers to provide visibility, analytics, and efficiency across every aspect of a business. By using the latest technologies, SenangUrus facilitates the flow of real-time information across departments, so businesses can make data-driven decisions and manage performance – live!

SenangUrus is an ideal solution for the management of franchise businesses, chains, individual stores, mid-market retailers and convenience stores.

Merealisasikan impian digital anda!

senangWEB

Websites are the key asset in your digital strategy. We believe SenangWeb is flexible, responsive, and future-friendly. SenangWeb was crafted to deliver a seamless browsing experience to your customers, to transform them from visitors, to active users and to generate profits. It follows latest 2020 design trends, so your website will look flawless.

The website you need right now isn't the same site you would need in the coming 12 to 18 months. Whether it's a company re-branding, integration of an e-commerce platform, or an expansion to address different locations, services, and team members – your website needs to shift and grow easily with your business expansion.

As a critical sales and marketing tool, your website plays a significant role. It needs to tell your story, reflect your professionalism, and convinces people to trust your services and buy from you. It might just be your biggest investment, so you shall get your tool right.

PARTNERSHIP

In October 2020, Armiena Group has signed off a MOU and Collaborative Note with NENO Malaysia and others NENO Strategic Partners to mobilize three (3) main services of NENO MALAYSIA, namely Neno Medicare, Neno Buddy and Neno Outreach that took place on 13rd May 2020 in PKNS Biz Point, Shah Alam, Selangor.

The Objectives

The objective for the MOU is to revolutionize and uberized the healthcare industry by bringing healthcare specialists and health services directly to those in need through medical visits and outreach activities to the customer's home or premise as well as to increase the social impact of the target consumer group such as OKU, single mothers, asnaf, Hijrah community and others.

NENO's strategic partners :

1. Malaysian Research & Education Foundation
2. FWD Takaful
3. Therapist House
4. Armiena Technologies
5. Ideal Nauticare

AWARD & RECOGNITION

The Malaysia Website Awards 2019 (MWA), a prestigious Website Awards program, recognizes and rewards the outstanding performance, talent and efforts of the best web developers, web designers and web agencies in the country.



Site of The Month : July 2019, Malaysia Website Awards

Site of the Month Nominees was rated by MWA jury panel and MWA Rating System, with these judging criteria: Design, SEO, Accessibility, Performance & Content and we have been chosen for Site of The Month (SOTM) awards for July 2019!



The Public's Favourite Website Award (Personal)

Every year, the MWA (Malaysia Website Award) crowns one website nationwide with The Public's Favourite Website Award and we're immensely proud to have had the public vote for our work as their favourite Malaysia Website Awards (MWA) 2019. It's a celebration of the passion and dedication everyone has brought to the table, with the creative bravery shown by our Founder Mr Shamim Shafiee.



**LEARN
ANALYZE
GROWTH**

CASE STUDIES



#01 PUSAT STEM NEGARA



ABOUT

Ministry of Education Malaysia launched Science Technology Engineering Mathematics (STEM) education initiative in Malaysia Education Blueprint 2013 – 2025. Under Policy Planning and Research Division Education, the platform aims to collecting information for the Student STEM Index Instrument Development Study. This study aims to gain an insight into the culture of STEM education among students in Malaysia.

The Pusat STEM Negara provides great support on behalf of their student body. They needed a fresh portal that could showcase their range of services, engage multiple audiences, and create a significantly stronger user experience.

OBJECTIVES

1. Enhance overall aesthetic and user experience and to make the site more engaging
2. Improve overall site architecture and navigation to enable easier browsing and a more frictionless experience
3. Improve site conversion of users into app users
4. Create a highly usable, search-able and browse-able Club catalogue for improved engagement
5. Develop analysis and reporting system that support binary conversion from extracted data
6. Implement a fully responsive solution backed by WordPress CMS
7. Build out a robust survey functionality for school students with engaging graphics.

SOLUTION #01

PHASE 1

Prototyping

The focus for this project was a complete building site's and database management system for Student STEM Index Instrument Development Study under Education Policy Planning and Research Division, Ministry of Education Malaysia. The structure and UI design include new photography, and refreshed contents and strategies. The goal was to strengthen the new site experience and consolidate their on-going development study of Student STEM Index.

Style Concepts

PHASE 2

We had the opportunity to create a cleaner, and a more open look with modern typography and a big emphasis on imagery and visual storytelling. The use of vector and illustration throughout the site creates an immediate, authentic connection. The look is more polished, by making navigation and featured contents more enticing.

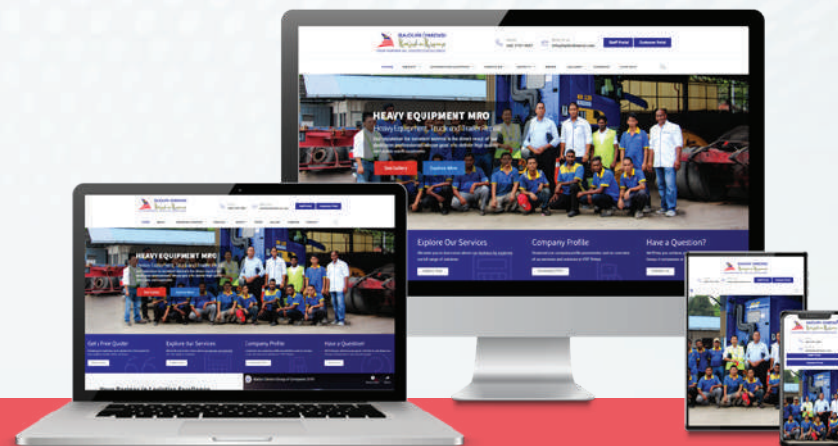
PHASE 3

Bringing it all together

The new Student STEM Index website is much more aligned with their organizational goal in enhancing student experiences. Events, campaigns, and clubs are easily discovered and explored through the design. A clear, intuitive information architecture keeps their content accessible and reduces information overload. The site has seen great improvements on user engagement metrics, indicating that its student visitors are finding

#02

BAIDURI DIMENSI GROUP



ABOUT

Baiduri Dimensi is accredited by the London Metal Exchange (LME) as an approved warehouse operator and premium services handler. Baiduri Dimensi provides the critical link between international transportation and the “last-mile” supply chain.

Baiduri Dimensi enjoys a great reputation as a logistic solution provider for projects of all sizes and industries. Baiduri Dimensi required a fresh website with design that could turn their existing online presence into a powerful tool to showcase their services, indeed could drive leads and sales.

OBJECTIVES

1. Improve brand equity and online reach through branded storytelling
2. Improve overall site architecture and navigation to enable easier browsing and a frictionless experience for multiple audiences
3. Create a highly usable, searchable and browsable services with easy related contents and clear conversion points
4. Improve SEO performance to drive additional free organic search traffic
5. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #02

PHASE 1

Prototyping

We approached the design with an emphasis on a quick, intuitive web and mobile experience for their B2B audience to facilitate and meet the logistic needs inclusive of international freight services covering sea and air freight, road transportation, customs brokerage and container haulage services. We also enhanced services detail pages with lateral navigation opportunities through recommended content to shape stronger and more complete user experience with additional staff and customer portal.

Style Concepts

PHASE 2

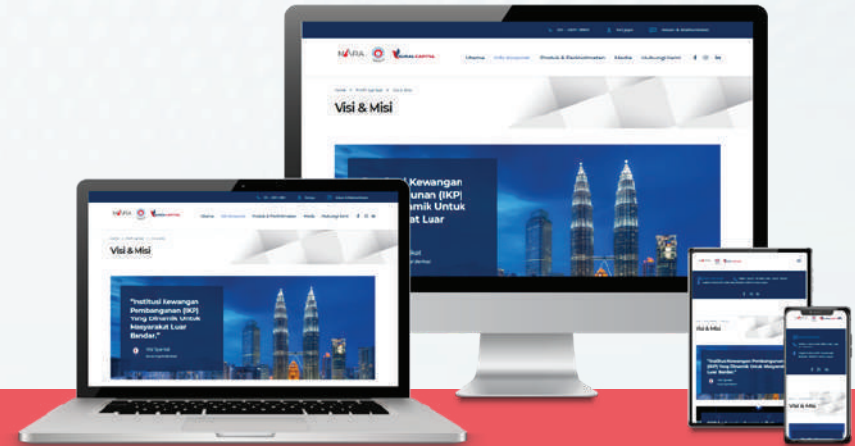
Baiduri Dimensi branding was kept in place, and we worked with their existing palette to give the site a more polished, modern feel in keeping with their imaginative solutions. We focused on creating additional space and new opportunities to incorporate their impactful imagery. We assisted them to highlight their work and let it speak for itself to create an emotional connection through eye-catching photography.

PHASE 3

Bringing it all together

The new Baiduri Dimensi site is a strong credibility asset with improved company branding and a more accessible user experience especially portal. The new site can be quickly found online as it is placed at the top navigation bar. The new site and portal have improved navigation and filtering, and the design makes it easy for the audience to find desired solution or information. The new sites position Baiduri Dimensi's business as innovative going along with latest technology trend yet keeping their corporate identity.

#03 RURAL CAPITAL BERHAD



ABOUT

Rural Capital Berhad (RCB) is fully owned by MARA based in Kuala Lumpur, Malaysia. The company established on October 08, 1984, operates in Business Support Services sector. RCB serves as a management company to operate financing and debt collection activities as well as provide training for entrepreneurs.

OBJECTIVES

1. Create accessible and user-friendly corporate portal to showcase company products and services, leveraging integrated news and gallery feeds
2. Improve overall user experience to make the site more personalized and engaging
3. Build locations pages and add geo-location filtering to tailor the content experience
4. Improve brand equity and online reach through enhanced brand storytelling
5. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #03

PHASE 1

Prototyping

We were excited when Rural Capital contacted us to develop their official web portal. Not only because we know that RCB is a well-established company, but also, we foresaw that it would be an exciting visual story. Rural Capital has been known for almost four decades, and has earned great reputation. According to RCB, their current corporate image wasn't bad, but they just didn't serve the optimal experience of their audience. This web design project was content-driven. We wanted to add more depth and visual appeal to the corporate imagery, services, and brands, while preserving their existing branding and SEO.

Style Concepts

PHASE 2

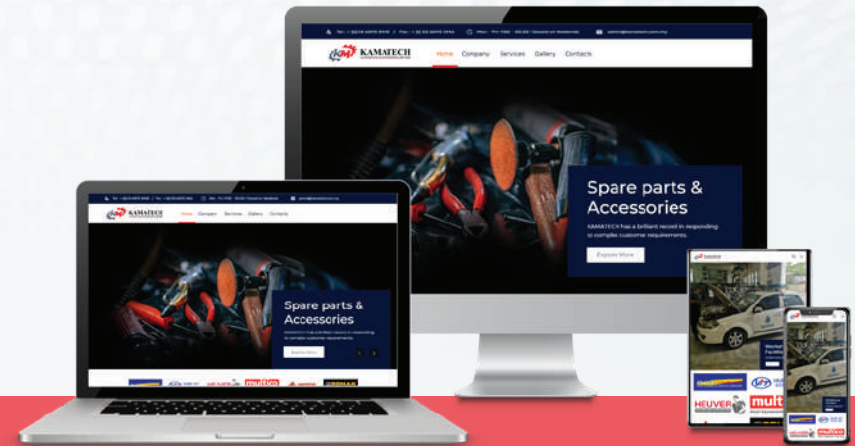
Rural Capital has clear, well-established visual branding. We took their striking palette of blue and red with adding more depth using light grey for page backgrounds. Hence, the page layouts and navigation are cleaner, with having more rooms to present their information and contents.

PHASE 3

Bringing it all together

The new Rural Capital website is more dominant, more visual, and easier to navigate. Visitors can quickly find information of their provided services and blog. The portal equipped with extended functionalities such as news, galleries and calendar activities to deliver easier information for their audience.

#04 KAMATECH AUTOMOTIVE & ENGINEERING



ABOUT

Kamatech Automotive & Engineering Sdn. Bhd. (KAMATECH), a wholly owned Bumi company, was incorporated in 2016 with the objective of providing quality service in the field of automotive industry technology especially in repair and maintenance support of special purpose vehicle through the ability to adapt and move along with market demands.

Kamatech commenced its operations as a service provider as well as a supplier of automotive spare parts for heavy-duty and special purpose vehicles.

OBJECTIVES

1. Improve brand equity and online reach through branded storytelling
2. Establish individual consumer brand experiences to support consumer purchasing, brand information and marketing activities
3. Establish SEO foundations for future growth and leverage to drive organic search opportunities
4. Grow social engagement and referral traffic
5. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #04

PHASE 1

Prototyping

Their old website was out-dated, and also an overwhelming amount of information was provided at the first glance. With such a long-standing reputation and various available services, products and resources, KAMATECH needed a more professional website to demonstrate a cleaner user experience. Our approach to their new web design and development project was driven by their contents, with creating a more usable information structure. Their research audience need to be able to quickly find certifications and sustainability information, while consumers would need straightforward access to services, products specs and where-to-buy information. Cleaning up their navigation was an essential step to reduce information overload and to improve paths to content discovery.

Style Concepts

PHASE 2

KAMATECH had far too many pages with huge blocks of small texts on a plain white background. The objective with the new web design was to reduce the overall amount of copy on primary landing pages, and to shift into more visual storytelling wherever possible. We used their existing brand palette of natural blues and greens, combined with all-new photography, to create a much more modern and welcoming look and feel.

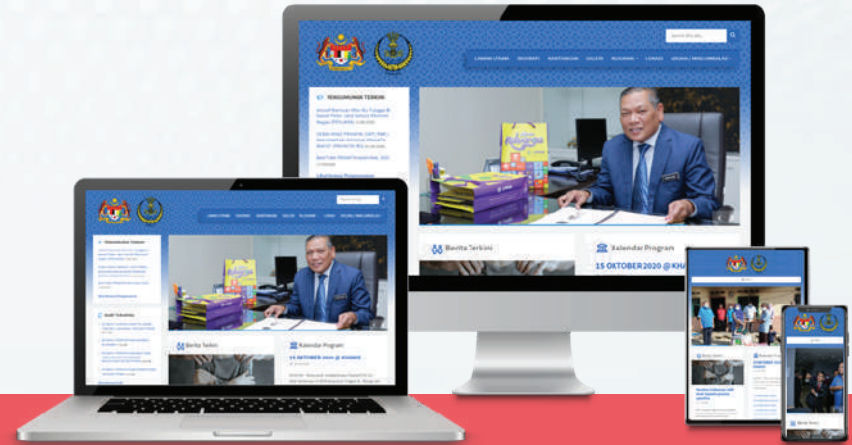
PHASE 3

Bringing it all together

The new KAMATECH web design is described as clean and polished with providing smoother user experience. With an emphasis on photography, videos, and spacious design, contents are given more breathing room and are more easily accessible on mobile devices. Through custom WordPress web development, their services integrate spec charts, photos, videos, and purchase contact details for those visitors seeking automotive spare parts for heavy-duty and special purpose vehicles or commercial projects.

#05

YB NIZAR ZAKARIA



ABOUT

Dato' Mohd Nizar bin Zakaria is a Malaysian politician. Nizar is the current two-term Member of Parliament (MP) of Malaysia for Parit constituency, having previously held the same office between 2008 and 2013. He is a member of the United Malays National Organisation.

OBJECTIVES

1. Improve overall site architecture and navigation to enable easier browsing and a more frictionless experience
2. Create a more user-friendly and more visual product story with improved navigation and filtering
3. Reorganize and more thoroughly integrate blog content throughout the product story to improve conversion and trust-building
4. Dramatically improve SEO performance
5. Decrease bounce rate to a healthy number through stronger content strategy and engaging inter-site navigation
6. Implement a fully responsive solution backed by WordPress CMS, including WPML for French integration
7. Provide fast hosting to host large number of image and post

SOLUTION #05

PHASE 1

Prototyping

YB Nizar Zakaria came to us with a lot of great contents and a compelling brand story. He was hoping to allow his web visitors to find relevant contents quicker and effortlessly, and to be able to communicate their dedication and commitment to wellness through site-wide branded storytelling. The biggest challenge would be implementing the right combination of browsing filters, galleries, featured contents, bulletin, and lateral navigation opportunities, while still weaving that passion and purpose into new and existing pages.

Style Concepts

PHASE 2

When we approached the web rebranding project for YB Nizar's new portal, we adopted same holistic style that is present in the new branding of his website. We used earth-tone colours to match his preferences, as well as bold typography to create a site that is clean and usable. We took the 'less is more' approach, and tried to stay out of the way of the overcrowded information. By keeping the colour palette simple and categorized, we were able to increase the site's accessibility and discoverability. Our goal was to showcase the right information and to guide users to get the information they need, to encourage visibility to his political and social activities.

PHASE 3

Bringing it all together

The new YB Nizar's portal uplifts his brand story to life with advanced home and article pages, as well as pages that connect with visitors by sharing his social activities, insights, and his opinions. A custom contact form was developed to ease communication. User experience is dramatically improved through intuitive search capabilities and related content recommendations. The new site elevates YB Nizar's career as a politician and delivers an astounding impact for his political mileage.

#06 FINTERRA TECHNOLOGIES



ABOUT

A leading technology-based company provides blockchain-based Islamic applications that address global issues, Finterra was established in 2017 and currently has presence in Malaysia, Singapore, Hong Kong, UAE, and India, with plans to further expand into Africa and the rest of Middle East.

OBJECTIVES

1. Improve brand equity and online reach through branded storytelling more aligned with current brand values
2. Improve overall site architecture and navigation to enable easier browsing and a more frictionless experience
3. Create a more user-friendly and more visual product and services areas with improved navigation and filtering
4. Implement case studies to improve trust and credibility and create better conversion
5. Establish SEO foundations for future growth and leverage organic search traffic for add lead generation
6. Implement a fully responsive solution backed by WordPress CMS with Google Analytics tracking

SOLUTION #06

PHASE 1

Prototyping

Finterra's platform and services are among the most sought-after in their niche. What they needed was a total website overhaul to reflect their visual rebranding. At the same time, they wanted to improve their storytelling, SEO, and conversions. Although this project was primarily about a fresh web design, we made sure a strong user experience with creative decisions. We stuck closely to their existing information architecture, yet created significantly clearer paths to contents with having included enhanced lateral navigation and improved header and footer menus.

Style Concepts

PHASE 2

The Finterra's visual rebranding was exciting to work on. Their colour palette was given more playtime, through increased emphasis on the black and gold accents against clean white space. We also created bespoke custom illustrations. The new typography feels less technical, and more modern and approachable.

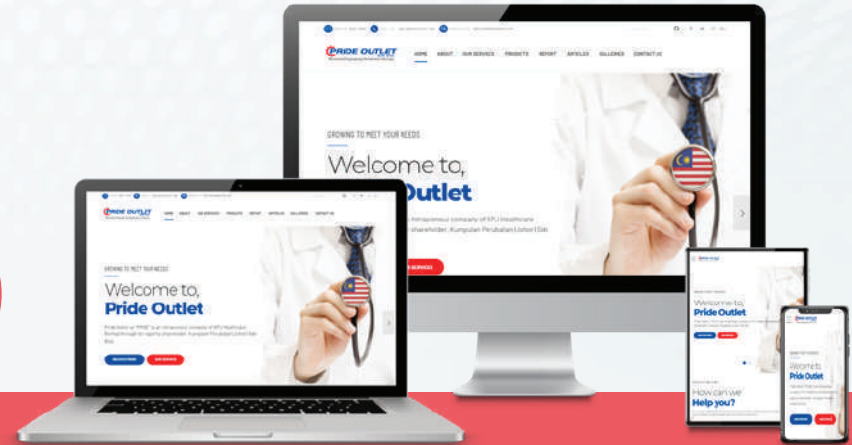
PHASE 3

Bringing it all together

The new Finterra's site is friendly and accessible, while still communicates Finterra's extensive capabilities and credibility. The portal and resources in particular got a significant user experience boost, with new search functionalities to help visitors access helpful contents. Most importantly, their company story gained a fresh voice through the all-new style and illustrations.

#07

PRIDE OUTLET (KPJ HEALTHCARE BERHAD)



ABOUT

Pride Outlet Sdn. Bhd. or “PRIDE” incorporated in Malaysia on August 2014 with an authorized paid-up capital of RM 400,000. PRIDE is an intrapreneur company of KPJ Healthcare Berhad through its majority shareholder, Kumpulan Perubatan (Johor) Sdn. Bhd. PRIDE is in the business of supplying quality maintenance services and products for bio-medical and imaging equipment. Our primary market during initial business cycle is KPJ’s nationwide hospitals. We are now in the second phase targeting healthcare institutions outside KPJ.

OBJECTIVES

1. Improve overall site architecture and navigation to enable easier browsing and a more frictionless experience
2. Build out more robust product specific sub-sites to help focus SEO and marketing initiatives for greater engagement and conversion
3. Implement a more search friendly and socially-focussed Blog to drive user engagement and value
4. Implement case studies to improve trust and credibility and create better conversion through results
5. Establish SEO foundations for future growth and leverage organic traffic
6. Support social media activity and engage referral traffic
7. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #07

PHASE 1

Prototyping

Pride Outlet came to us for rebranding inclusive of a need for a fresh website to showcase their bio-medical engineering maintenance services. Their existing site was text-heavy, and didn't effectively communicate their story neither conveyed clear paths to conversion. The goal for the new website design was to both deepen their content and to reduce clutter – not an easy task! Each of the products would get its own micro-site on a subdomain, using the same designs and branding. We would need to add also a report menu to show the progress withing region for credibility, and a blog area to drive business growth and SEO.

Style Concepts

PHASE 2

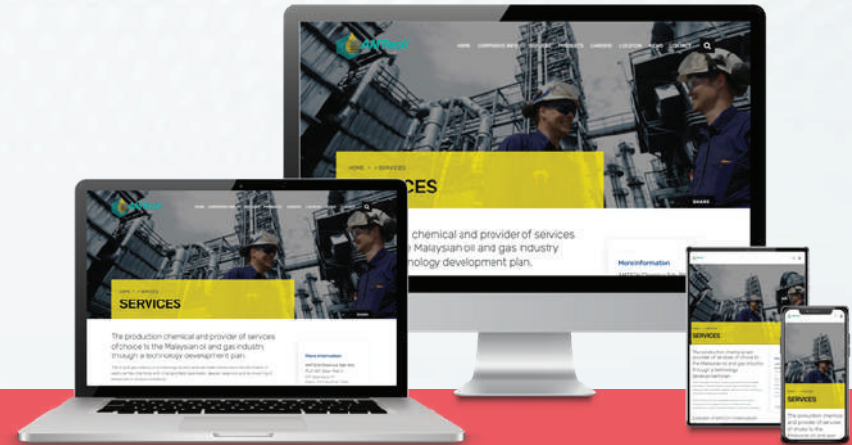
Pride Outlet included a new palette and more exciting colours to work into the design. We leaned into the blue and red, which feel fresh and welcoming. The aqua accents and new typography are youthful and modern, which tell a lot of their services that perform high tech bio-medical engineering maintenance.

PHASE 3

Bringing it all together

The new Pride Outlet website notably delivers stronger user experience, with improved navigation and contents. The vast amount of technical information about each product services is balanced through visuals and grid-style sections. There are new page components for related content and next steps to help drive trials and demos. In addition, a new page enlisting Pride Outlet's case studies showcase Pride Outlet's success stories in greater capacity.

#08 AMTECH CHEMICAL



ABOUT

AMTECH Chemical Sdn. Bhd. (Co. No. 476724W) was incorporated on 5th February 1999. Since February 2010, AMTECH Chemical has progressed into a bigger facility in Pasir Gudang industrial area in Johor.

To celebrate the company's 15th year in business, Amtech decided it was time for a rebranding with website redesign. Their old site was quite flat and technical – although it had lots of information, it didn't tell their story.

OBJECTIVES

1. Improve overall aesthetic and user experience for engaging company storytelling
2. Improve site architecture and navigation for easier browsing and a more frictionless experience
3. Drive recruitment with improved company culture content and engagement opportunities
4. Improve lateral navigation strategies between services and case studies
5. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #08

PHASE 1

Prototyping

The goal for the web design project was to revamp the site's look and to reflect the all-new branding, but also to deepen their contents. The Amtech team recognized the opportunity to drive recruitment through improved storytelling, so we focused on adding new pages and content blocks to supply a stronger company overview.

Style Concepts

PHASE 2

The new Amtech branding uses the same colour palette, but gives much more weight to both imagery and white space. We incorporated fresh photography, and more room for visual elements. The redesign also features more modern typography that projects professional image.

PHASE 3

Bringing it all together

The new Amtech website is clean, polished, and more reflective of their innovative approach. The About and Careers sections – and the entire site – feature improved significantly contents around company culture and the benefits of working with Amtech. With enhanced News pages, the website is now a more powerful asset to showcase their expertise and capabilities.

#09 SUSHIKA HALAL MALAYSIA



ABOUT

Sushika started from home when the founder of Sushika - Atiqah and her husband were looking for income opportunities after experiencing some challenges in their lives when they were 26 years old with 2 children and were expecting their third child. They only started with a capital of RM 100 and started selling sushi at the evening market for 3 months. Sadly, at that time, they could only sell 8 rolls a day.

OBJECTIVES

1. Launch a fresh eCommerce site with engaging brand storytelling
2. Ensure overall site architecture is accessible and easy to use
3. Drive customer conversions through content strategy and design
4. Create a user-friendly Resources section with filtering and searching to ensure maximum value
5. Launch a search-friendly Blog to support user experience, content marketing, and SEO
6. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #09

PHASE 1

Prototyping

Sushika came to us as with an exciting concept of Online Halal Sushi Restaurant, while they worked on branding and logo design, we were engaged for their web design. We needed to build a strong eCommerce website with WooCommerce integration, with adding in delivery area setup and shipping calculation. The focus of web design and development project were primarily about their products. We wanted to showcase their inventory to drive purchases, including plenty of lateral navigation opportunities between featured and related products and other content. The secondary content focus was on accessible paths to resources and news items for their customers and community.

PHASE 2

Style Concepts

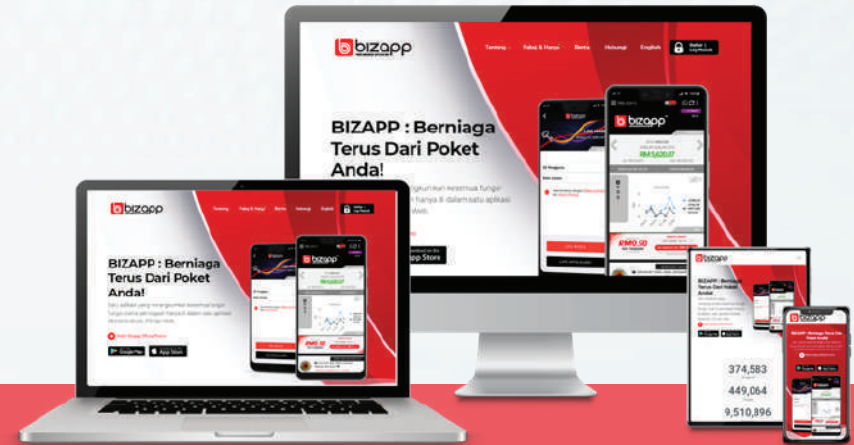
The Sushika site was fun to design, bringing their first brand assets to life along with their full product inventory. The colour palette mixes earthy tones with vivid accents for an overall healthy vibe. The typography is bold and clean, with a distinctively social feel.

PHASE 3

Bringing it all together

The new Sushika site is a seamless customer experience, driven by a powerful eCommerce feature. Both products and resources include advanced filters to enable easier browsing and searching. Content relationships present customers with other buying options as they cruise the online store. Social media integrations allow customers to easily amplify resources and products, to help grow the Sushika community.

#10 BIZAPP VENTURES



ABOUT

Bizapp is an integrated application to assist entrepreneurs in managing and expanding their businesses efficiently and effectively. Bizapp application combines all key functions of a business in just one Mobile Android, iOS and Web application. Their mission is to solve entrepreneurs' main challenge in managing orders, stock, delivery and communication between Dropshipper, Agent, Stockist and HQ.

OBJECTIVES

1. Enhance overall aesthetic for a more engaging brand story
2. Improve overall site architecture and navigation for a stronger user experience
3. Create a more dynamic product and service story through content relationships
4. Reorganize and expand current price package for enhanced search and browse-ability
5. Drive lead generation through a more conversion-focused design
6. Implement a fully responsive solution backed by WordPress CMS

SOLUTION #10

PHASE 1

Prototyping

The Bizapp website was strong on branding and contents. What Bizapp needed further help was navigation as the primary menu was bogged down with dozens of drop-down options and unclear language. The paths to conversion didn't stand out, which had projected as a barrier for potential customers. Our focus for the website redesign project was all about improving the navigation for a stronger user experience. We wanted to reduce the text-heavy main menu, boost the functionality of the footer menu, and increase the contact CTAs. At the same time, we inspired to add more opportunities for lateral movement between related contents, to drive potential customers toward conversion.

Style Concepts

PHASE 2

Bizapp had already established a very strong brand. We used their existing palette of reds and white, by creating pixelated accents and backgrounds to give the site a fresh and unique feel. The page now features bigger images and more white space, to create a more inviting experience. The Price Package page, in particular, has stronger visual stories

PHASE 3

Bringing it all together

The new Bizapp website has now clear visitor paths for potential and existing customers. The main menu still helps users locate the same information, but the navigation is easier after grouping content into a cleaner architecture. Visitors who are viewing their expertise are shown related services and resources from the Bizapp site.



OUR GALLERY

*SOME. GREAT MEMORIES
WE'VE MADE THROUGHOUT
OUR JOURNEY.*



#1 MINISTRY OF EDUCATION, MALAYSIA





#2 MOU CEREMONY WITH NENO



#3 PEJ. MENTERI BESAR SELANGOR





#4 MEETING WITH MEX





#5 MEETING WITH KAMATECH



#6 AWARDS & RECOGNITION



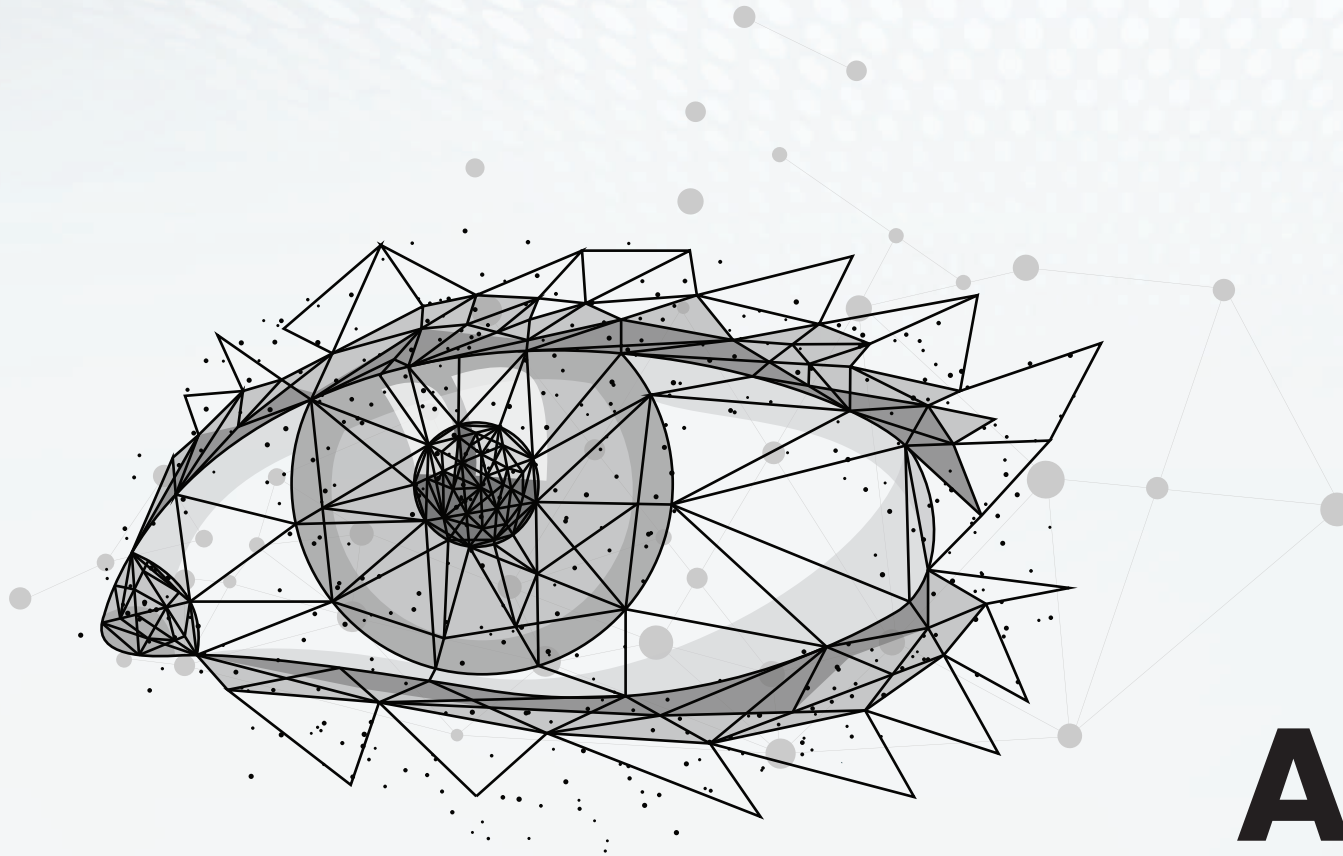


#7 BESS MARA



GALLERY: EFM INTERVIEW





OUR APPENDIX



SSM ARMIENA GROUP

CERTIFIED TRUE COPY

LUQMANULHAKIM BIN MUHAMMAD ALIM
Company Secretary (M18 38856)

Date :

SSM
Suruhanjaya Syarikat Malaysia
COMPANIES COMMISSION OF MALAYSIA
(Berastu dari Suruhanjaya SYSPRINT)

COMPANIES ACT 2016
(ACT 777)

[Section 17]


**CERTIFICATE OF INCORPORATION
OF PRIVATE COMPANY**

This is to certify that

ARMIENA GROUP SDN. BHD.
202001017033 (1373353-A)

is, on and from the 06th day of July 2020, incorporated under the Companies Act 2016, and that the company is a company limited by shares and that the company is a private company.

Dated at KUALA LUMPUR this 06th day of July 2020.


NOR AZIMAH BINTI ABDUL AZIZ
REGISTRAR OF COMPANIES
MALAYSIA

User ID : MA02005 Date : Tue Jul 07 18:15:39 +08 2020
Printing Date : 07/07/2020

This certificate is generated from SSM e-Info Services as at 07-07-2020 18:15:39
BERJAYA SOFISCENTRAL, NO. 7 JALAN SENTRAL 5, KUALA LUMPUR SENTRAL, 50470 KUALA LUMPUR.
Tel: 60-3-2390 4480 Fax: 60-3-2390 4431

SSM e-Info
COMPANIES COMMISSION OF MALAYSIA

SSM ARMIENA TECHNOLOGIES


SURUHJAJATI SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KEDAIK)

FORM D (RULE 13)



**CERTIFICATE OF REGISTRATION
THE REGISTRATION OF BUSINESSES ACT 1956
(ACT 197)**

This is to certify that the Business carried on under the name

ARMIENA TECHNOLOGIES
REGISTRATION NO.: 002833244-P

has this day been registered until **16 APRIL 2021** in accordance with the provisions of the Registration of Businesses Act 1956, with its principle place of business at **NO 47A, 1ST FLOOR, JALAN MAMANDA 9, 68000 AMPANG SELANGOR.**

Number of branches: N/A (0)

Dated at SISTEM EZBIZ this **17 APRIL 2018**



DIGITALLY CERTIFIED TRUE COPY
MALAYSIA



DATO' ZAHRAH ABD WAHAB FENNER
Registrar of Businesses
Peninsular of Malaysia

180507163356211
Scan to verify

SSM ARMIENA SOLUTION


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956


BORANG D (KAEDAH 13)
No. Pendaftaran
002498623-X

ARMIENA SOLUTIONS
NO. 47A, 1ST FLOOR, JALAN MEMANDA 9
TAMAN DATO AHMAD RAZALI
68000 AMPANG
SELANGOR

Dengan ini diperakui bahawa Pemiagaan yang dijalankan dengan nama
ARMIENA SOLUTIONS
telah didaftarkan dari hari ini sehingga 22 DISEMBER 2016 menurut peruntukan-peruntukan Akta Pendaftaran Pemiagaan 1956, dengan nombor yang ditunjukkan di sini dan tempat utama pemiagaannya di NO. 47A, 1ST FLOOR, JALAN MEMANDA 9, TAMAN DATO AHMAD RAZALI, 68000 AMPANG, SELANGOR.

Jenis Pemiagaan
WEB DEVELOPMENT & DESIGN BUSINESS CONSULTANCY, E-COMMERCE SOLUTION, WEB / STANDALONE APPS DEVELOPMENT, GRAPHIC & VISUAL MEDIA, INTERNET MARKETING (SEO) & SOCIAL MEDIA, CONTENT WRITING & TRANSLATION, TRAINING & WORKSHOP, NETWORK CABLING, PABX SETUP, SUPPLY IT HARDWARE, SUPPORT & MAINTENANCE IT HARDWARE & SOFTWARE

Bertarikh di KUALA LUMPUR pada 23 DISEMBER 2015.


DATO' ZAHRAH ABD WAHAB FENNER
Pendaftar Pemiagaan
Semenanjung Malaysia

MOU BETWEEN NENO MALAYSIA & ARMIENA GROUP



NOTA KOLABORASI NENO MALAYSIA DAN ARMIENA GROUP SDN. BHD.

NENO, jenama dibawah Badar Healthcare, sebuah syarikat yang berdaftar di bawah Akta Pendaftaran Perniagaan 1956 beralamat di 19A, Jalan Samarinda 31/KS7, Taman Maznah, 41100 Klang, Selangor;

DENGAN INI BERHASRAT UNTUK MENJALIN KERJASAMA DENGAN

ARMIENA Group Sdn. Bhd., sebuah syarikat yang berdaftar di bawah Akta Pendaftaran Perniagaan 1956 beralamat di S-19-07, Wisma YNH, Kiara 163, Jalan Kiara, Mont Kiara 50480 Kuala Lumpur;

DI DALAM AKTIVITI ATAU INISIATIF BERKAITAN PERKARA-PERKARA BERIKUT:

- i. Menawarkan kepakaran serta tenaga mahir dalam membangunkan perkhidmatan NENO Medicare, NENO Buddy dan NENO Outreach dan lain-lain perkhidmatan dibawah kelolaan NENO dan Armienna Group, serta keperluan semasa NENO atas persetujuan bersama.
- ii. Menyediakan keperluan dari segi perkhidmatan penyelenggaraan (menyelia, menyelenggara, memajukan) kepada perkhidmatan NENO dan lain-lain perkhidmatan dibawah kelolaan ARMIENA Group serta keperluan semasa NENO atas persetujuan bersama.
- iii. Akses secara terus kepada ARMIENA Group dari segi konsultasi, latihan dan kajian produk bagi menaiktaraf perkhidmatan NENO dan lain-lain perkhidmatan dibawah kelolaan ARMIENA Group serta keperluan semasa NENO atas persetujuan bersama.
- iv. Menggunakan logo NENO dan ARMIENA Group secara bersama bagi sebarang hebah dan penyampaian perkhidmatan kedua-dua pihak.
- v. Sebarang kerjasama strategik termasuk yang melibatkan mana-mana agensi kerajaan atau swasta yang diperlukan bagi menjalankan fungsi dan mencapai objektif kedua-dua pihak.

Nur Farhana Suhaimi
Ketua Pegawai Eksekutif
NENO

Shamim Shafiee
Ketua Pegawai Eksekutif
ARMIENA Group Sdn. Bhd.

TARIKH : 2 OKTOBER 2020

ARMIENA

Technology Preferred Partner



YOUR NO. 1

COMPANY PROFILE
ARMIENA GROUP SDN. BHD
www.armiena.com

TECHNOLOGY
PREFERRED PARTNER

with unique business ideas and
enthusiastic people behind.



Phone : 03 2770 2575

Fax : 03 2770 2809

Mobile : 011 1101 1710



S-19-07, Wisma YNH,
Kiara 163 Jalan Kiara,
Mont Kiara, Kuala Lumpur,
50480 Malaysia.



info@armiena.com /
sales@armiena.com