



ARMIENA GROUP

Ready For The Future



Last updated on : 25 July 2022

SSM No.: 1373353-A | MOF No.: 357-0002332121 | eP No.: eP-140010AY7

Thank you for viewing our company profile. We look forward to a successful working relationship in the future. Any further information, please do not hesitate to contact us.

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Company Profile

Company Name	: ARMIENA Group Sdn. Bhd.
Office Address	: S-19-07 Wisma YNH, Kiara, 163, Jalan Kiara, Mont Kiara, 50480 W.P. Kuala Lumpur, Malaysia.
Incorporation Date	: 06/07/2020
Registration No.	: 202001017033 (1373353-A)
Company Type	: S - Limited By Shares
Founder Name	: Muhammad Shamim Bin Shafiee
Mobile No.	: 013 783 1205
Designation	: CEO / Managing Director
Email	: shamim@armiena.com
Official Website	: www.armiena.com
Email	: info@armiena.com
Office Phone No.	: 03-2770 2575
Fax No.	: 03-2770 2809
Principal Activities	: Industry 4.0 Training, UX/UI, Software Engineering, Technology Advisory, Information Technology & Services, Digital Transformation Services, Multimedia, Branding, Creative Development.
MSIC Code	: 70201, 62091, 46510
Official Bank Name	: Maybank
Account Bank No.	: 5648 9213 7196

Vision & Mission

our vision

To build a future where technology creates better jobs for everyone.

our mission

Enabling digitalization for the underserved grassroots SME population to improve and build the capacity of business community with data processing and analysis.

We bring the right people together to challenge established norms, support new way of thinking and drive digital transformation.

Shamim Shafiee
CEO - Armiena Group

”

From the CEO's Desk

2022 Year in Review

"We bring the right people together to challenge established norm, support new way of thinking and drive digital transformation. "

Working to empower SME in the digital era seems to be a major trend and big challenges, as Industry 4.0 is revolutionizing the way companies manufacture, improve and distribute their products, be an independent, privately-owned, This has been possible because of our relentless commitment to work closely in understanding not only the key strategic goals and single business models of our clients but also that subtle match between the solution that we look to solve based on our clients' unique organizational DNA.

When being asked about how these technological acquisitions impacted our clients companies structure, we would says that there are certain changes and adjustments that they have to make because they can be a variety of solutions to a problem and there is no one system that is applicable for all SME's needs but we had done it!"

On behalf of the Executive Board of ARMIENA Group and our people, we look forward to serving you and your company's needs and to supporting our mission to pursue our nation digitalization goals.

Shamim Shafiee,

Founder, CEO of Armiena Group



Our Key Peoples

BOARD OF ADVISORY / NON – EXECUTIVE DIRECTORS



**En. Mohd Azad
Jasmi (AJ)**

Corporate Advisor / Turnaround
Strategist / Strategic Management



**Dr. Noor Zuraidin
Bin Mohd Safar**

Ketua Jabatan Verifikasi &
Akreditasi Pusat APEL, UTHM



**TS. Megat Zainurul
Anuar Bin Megat Johari**

President of Entrepreneurs Trainers
and Coaches Network of Malaysia



**En. Muhd Hanis
Bin Harun**

Pensyarah Kejuruteraan Perisian,
Kolej Poly-Tech MARA



**Pn. Nor Ratna
Binti Masrom**

Faculty of technology management
and technopreneurship, UTEM

MANAGEMENT TEAM



Shamim Shafiee

CEO / Managing Director



Nasarudin Mat Ghani

CMO / Director



Azri Rosmail

Technology / Director



Khatta Sayoti

COO / Creative Director

“

GREAT THINGS IN BUSINESS
ARE NEVER DONE BY
ONE PERSON.

THEY'RE DONE BY A TEAM
OF PEOPLE.

Principal Business Activities

Build to drive genuine digital transformation and improve business performance in myriad ways.

Find out how our company can help what your needs

CUSTOMER ENGAGEMENT TRANSFORMATION

Creating a better customer experience wherever, whenever, and

As customer behaviors and demographics change, your approach to engaging them has to follow their journey. With equal parts vision and technology, we can help advance your customer experience to reflect a more human-centric encounter and enable your operations to move toward outcome-based commercials.

DIGITAL TRANSFORMATION SERVICES

Driving better customer experiences in any channel or business process.

Every day the world shifts more towards new digital media and interactive experiences. With rapidly-evolving technologies, changing consumer preferences and oftentimes competing channels, many organizations struggle with how to transform internally to meet the challenges of this new, always connected digital world. We can help.

BUSINESS PROCESS TRANSFORMATION

Breaking down complex business processes and redesigning them to bring more value than ever before.

We believe processes can cause significant transformations in companies and institutions. Issues such as cost reduction, time savings and customer experience become sources of these transformations, leading to a raise in the value of the business and its customers, focusing on increased efficiency and more profitable operations

Brands & Products

senangurusTM

SEANGURUS 360 MODERN ERP

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 SME of various sectors for your specific requirements and industry-related needs.

- Order Management
- Finance
- CRM
- Inventory
- Manufacturing
- Point of Sales
- many more...

 **DNA** Powered by **senangurus**[®]

DNA BY SEANGURUS

SenangUrus DNA is mini version of SenangUrus ERP 360, built specially for Micro and Small Business.

Cloud ERP re-engineered for micro & small businesses. Discover a single integrated, affordable solution to manage your entire small business - from accounting and financials, inventory, sales and customer relationships to reporting and analytics.

senanglink

SenangLink – Creative SaaS Platform

Creative web platform designed for saas and cloud software services websites

- DIY Website Builder
- Digital Business Card / vCard
- Digital Profile / Resume Builder
- many more...

 **tajara**
eCommerce Solution

TAJARA O2O eCommerce

TAJARA is a P2O or Physical-Online local ecommerce platform also known as hyper-local ecommerce platform falls under the umbrella of Offline-to-Online commerce (O2O).

- Google Analytic
- Google Tag Manager
- Progressive Web App (PWA)
- Whatsapp
- Facebook Pixel
- FPX / Debit & Credit Card
- Customer Registration
- QR Code Store
- many more...

Markets & Industries That We Serve

Our market focus spans a vast range of project types unique, client-focused solutions.



Aviation & Transportation



Property and buildings



Energy and Environment



Industrial / Manufacturing



Commercial and Restaurant



Professional and Education

MALAYSIA ECONOMIC CENSUS



The Company Experience

We take pride in the expertise on many projects throughout Malaysia and beyond.

82%

of small business failures are due to issues with cash flow (VisualCapitalist, 2017)

7/45

ARMIENA Group is consistently ranked on the top local software providers

84k

84,296 manpower hours worked in collaboration with partners from 2012

browse our projects below & learn more work we have done.

Our diverse portfolio represents years of digital experience backed by a passion for quality, outstanding client service and the latest industry technologies.



Finterra Technologies

A leading technology-based company providing block-chain-based Islamic applications.



YB Dato' Nizar Zakaria

Malaysian politician and member of Parliament (MP) of Malaysia for Parit constituency.



Pusat STEM Negara (MOE)

The platform aims to collecting information for the Student STEM Index Instrument Development Study.



Kamatech Automotive & Engineering

Field in automotive industry technology especially in repair and maintenance support of special purpose vehicle.



Rural Capital Berhad

Management company to operate financing and debt collection activities as well as provide training for entrepreneurs.



Baiduri Dimensi Group

Baiduri Dimensi provides the critical link between international transportation and the "last-mile" supply chain.

browse our projects below & learn more work we have done.

Our diverse portfolio represents years of digital experience backed by a passion for quality, outstanding client service and the latest industry technologies.



Pride Outlet (KPJ Healthcare Berhad)

PRIDE is in the business of supplying quality maintenance services and products for bio-medical and imaging equipment.



AMTECH Chemical

Producing high performance specialty chemicals and customized solutions for upstream and downstream sector of the oil and gas.



Sushika HALAL Malaysia

Shushika – Started selling sushi at the evening market turned into eCommerce No.1 Halal Sushi in Malaysia.



Integrated application system to assist entrepreneurs in managing their businesses efficiently and effectively.

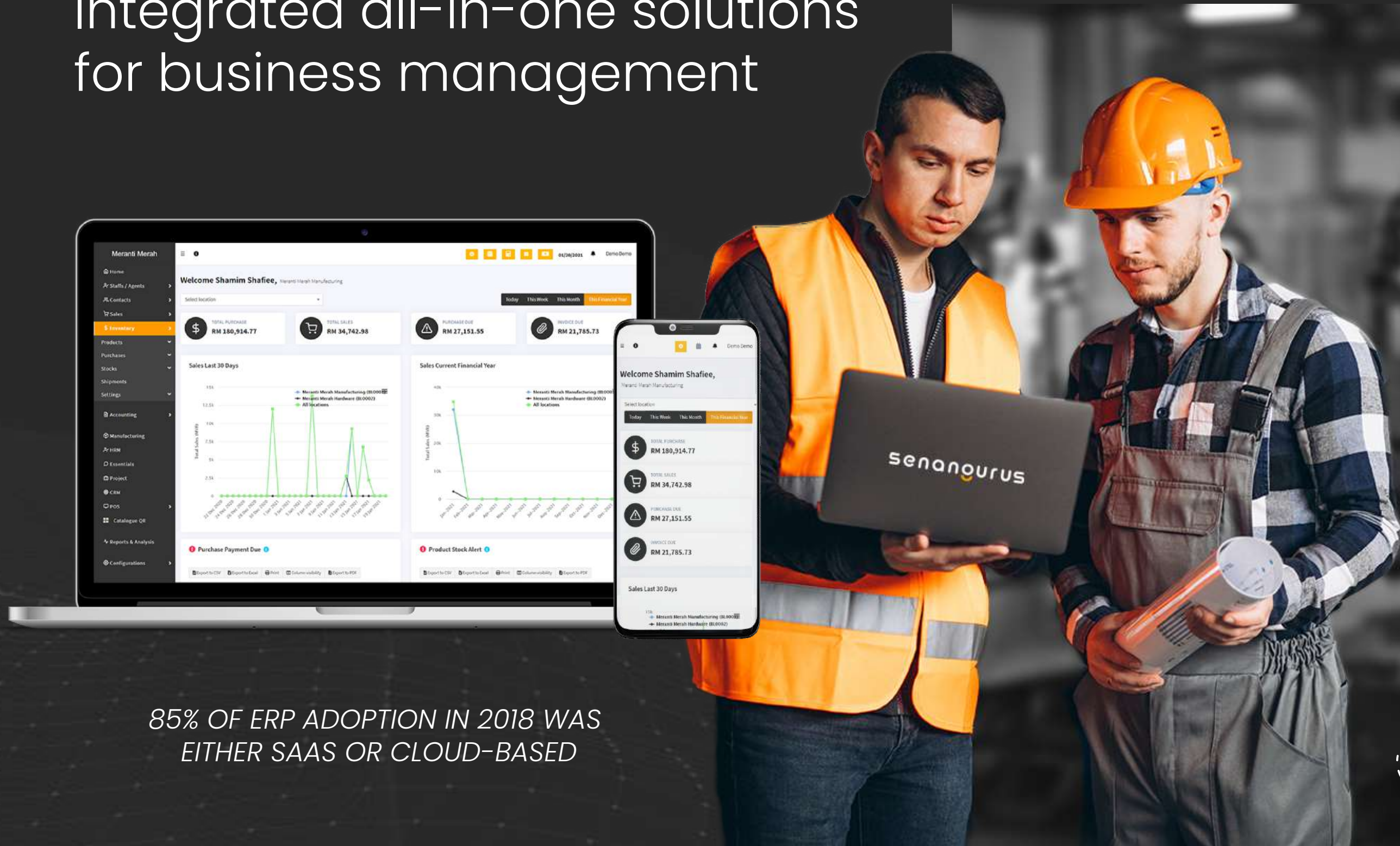
EXPLORE MORE PROJECTS

Scan QR Code to browse all details of our projects and portfolios.

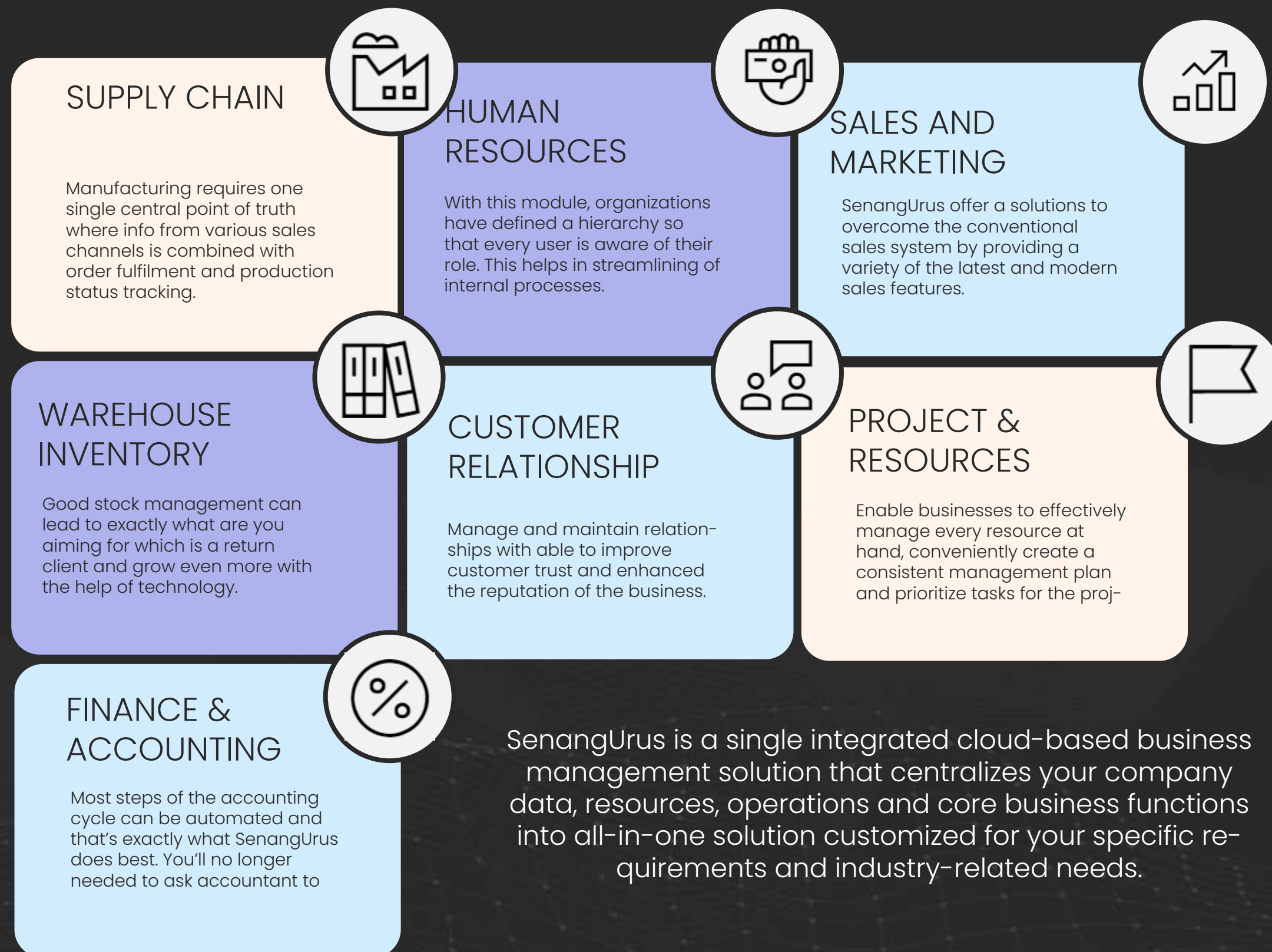


SenangUrus 360 Modern ERP

Integrated all-in-one solutions
for business management



85% OF ERP ADOPTION IN 2018 WAS
EITHER SAAS OR CLOUD-BASED





Cloud ERP re-engineered for micro & small businesses. Discover a single integrated, affordable solution to manage your entire small business – from accounting and financials, inventory, sales and customer relationships to reporting and analytics.

dna.senangurus.com



Our Achievements

It's a burning, never-ending desire to help our clients maximize their outcomes — and exceed their strategic goals. Though our goal is a bit aspirational, our values are what drive us every day.

- Won Site of the Month, Malaysia Web Awards (MWA) 2019
- Won Malaysia Most Favourite Website, Malaysia Web Awards (MWA) 2019
- Site Of The Day Nominees : CSS NECTAR July 2019
- Awarded as Solution Provider MEDAC – MTDC i40 Accelerator Programme 2021 – 2022
- Awarded as Solution Provider of MEDAC – MTDC Adoption of Digital Solution Programme 2021
- Awarded as Solution Provider for MEDAC – MTDC Recovery Initiative for Social Enterprise Programme 2021
- Judge for the Techno Tube 2.0 Pitching Competition
- Awarded as Solution Provider for SKM – MTDC Cooperatives Technology Adoption Programme 2022
- Awarded as Solution Provider for Program Peningkatan Dan Pembangunan Standard Perniagaan (BASE) MARA
- Appointed as Panel Rasmi Keusahawanan MARA 2022 – 2024
- Appointed as Malaysia Industry Forward Assoc. Exco Members.
- Strategic Collaboration with UTeM & UTHM
- MoU Signing – Off with PENGILANG
- APAC – Insider South East Business Awards 2022

Our Achievements

MoU Signing Ceremony between ARMIENA GROUP and PENGILANG



MoU Signing Ceremony between Armiena Group and Malaysian Bumiputera Manufacturers & Services Industry Association on 30 June 2022 at KLGCC with the objective to joint venture for the digitalization and adaptation of Industry 4.0 for manufacturing companies and SMEs throughout Malaysia.

This MoU was witnessed by **YB Dato Sri Alexander Nanta Linggi, Minister of Trade Home Affairs and Consumer Affairs KPHEMPI**, Datuk Azman Yusof, President PENGILANG and with the Media. Also witnessed and paid a courtesy visit by the MARA party represented **Ybrs. En Farris Radzuan, Deputy Director of MARA's Entrepreneur Development Department**, MATRADE representatives etc.

Our Achievements

National TV Interview



**SAINGAN SIHAT
BANTU USAHAWAN
ERA ENDEMIK**

BERSAMA
SHAMIM SHAFIEE
KETUA PEGAWAI EKSEKUTIF
KUMPULAN ARMIENA /
PERUNDING CARA DAN
PENCERAMAH MARA



SELASA, 12 JULAI 2022
10:25 PAGI

 **LIVE** [selamatpagimalaysia](https://www.facebook.com/selamatpagimalaysia)   [#nadiseripagi](https://www.facebook.com/nadiseripagi) [#rtmmobile](https://www.facebook.com/rtmmobile)

Invitation in the Selamat Pagi Malaysia (SPM) entrepreneurship slot on July 12, 2022 with the topic **Healthy Competition Helps Entrepreneurs in the Endemic Era.**

Photo Gallery

Having a dream of being a first class digital solution provider to build spectacular digital products and services, we have started our journey working with various partners since 2012.



Photo Gallery

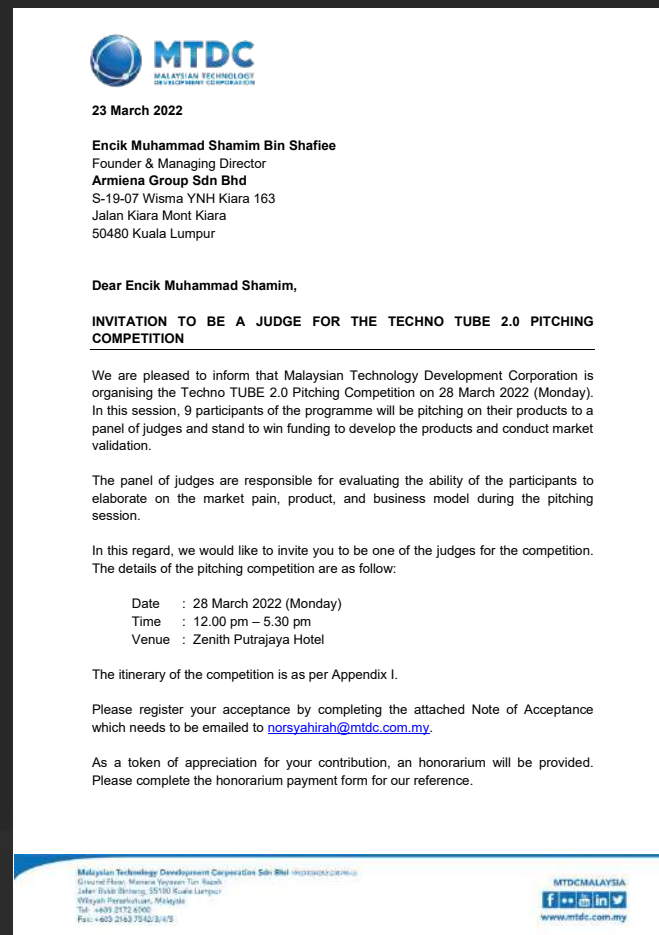
Having a dream of being a first class digital solution provider to build spectacular digital products and services, we have started our journey working with various partners since 2012.



ARMIANA



Appendix



Letter Of Invitation,
Jury For Techno
Tube 2.0 Pitching
Competition 2022



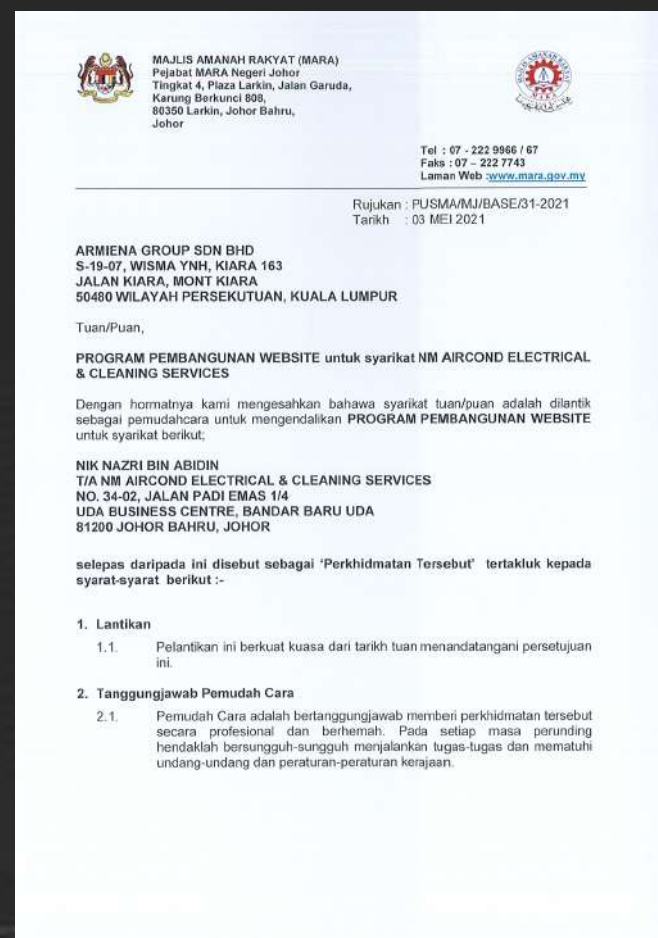
Letter Of Engagement
For MEDAC – MTDC
Industry 4.0 Accelerator
Programme 2021



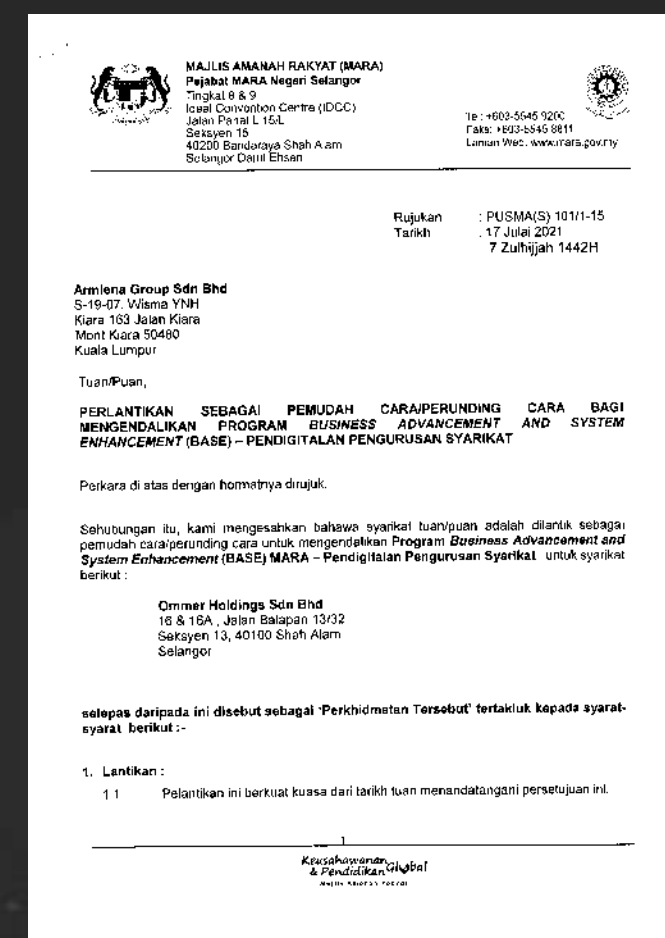
Appendix



Surat Tawaran
Pelantikan Sebagai
Panel Keusahawanan
MARA 2022 – 2024

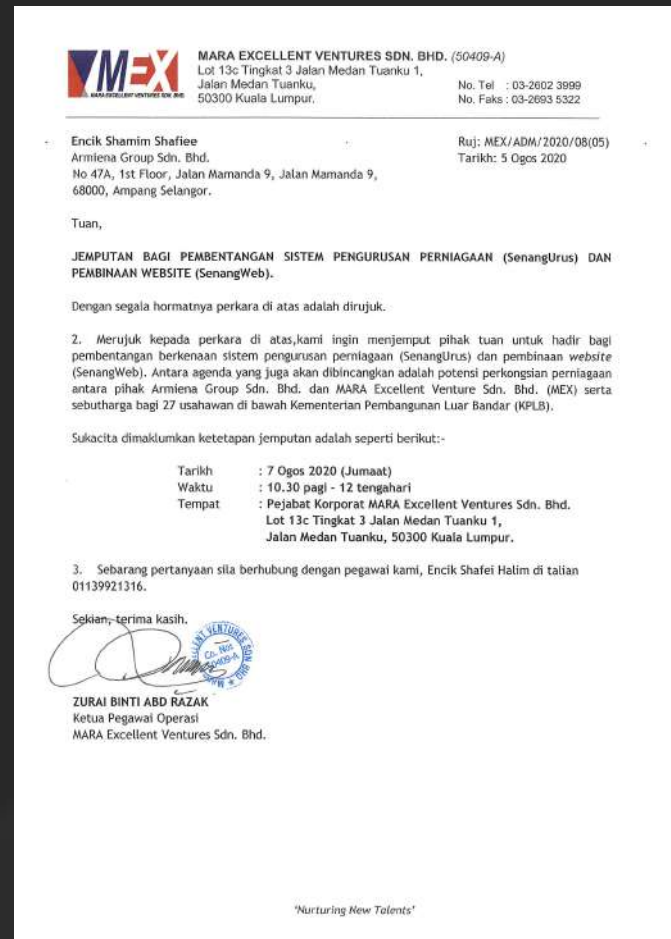


Surat Perlantikan
Program
Pembangunan
WEBSITE MARA



Surat Perlantikan
Pemudah Cara /
Perunding Cara P
rogram BASE, MARA

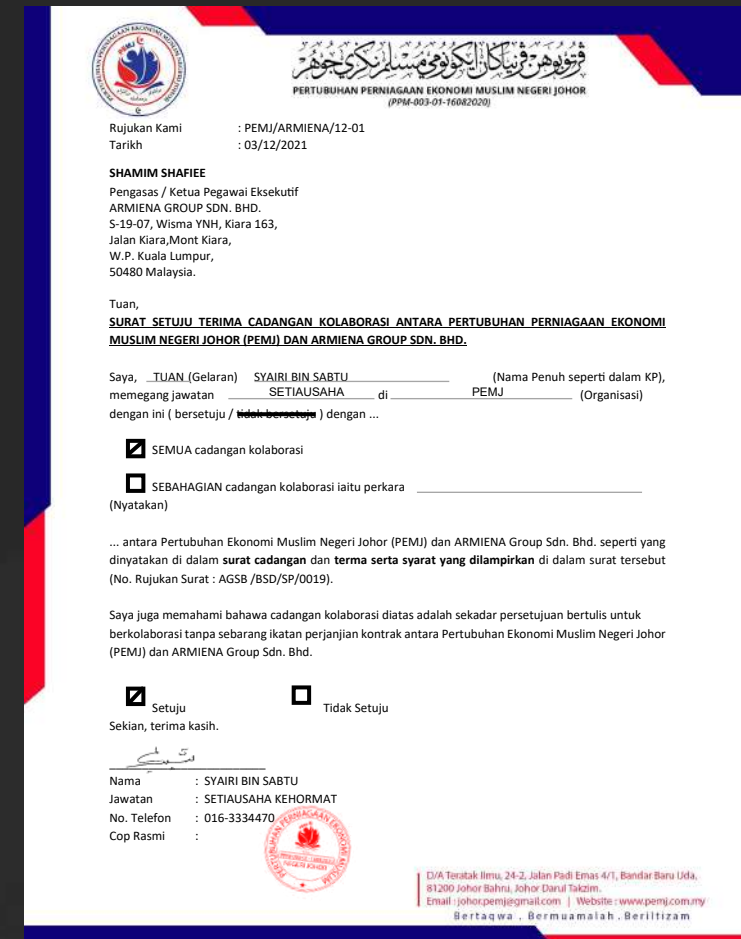
Appendix



Letter of Invitation Presentation on Sistem Pengurusan Perniagaan dan Pembinaan Website MARA Excellent Ventures



Letter of Collaboration Between Bumiputera Manufactures & Services Industry Association of Malaysia (PENGILANG) and Armiena Group



Letter of Collaboration Between Pertubuhan Perniagaan Ekonomi Muslim Negeri Johor (PEMJ) and Armiena Group

Appendix



LEADING QUANTUM CONSULTANCY SDN.BHD. (1262323H)
NO. 19, JALAN SOGA 1, TAMAN BUKIT TIRAM, 81800 ULU TIRAM, JOHOR.
Tel: +6014-6115723 Email: maheran@leadingquantum.com Website: www.leadingquantum.com

Rujukan Kami : LQ/21/L11023
Tarikh : 18hb November 2021

SHAMIM SHAFIEE
Pengasas / Ketua Pegawai Eksekutif
ARMIENA GROUP SDN. BHD.
S-19-07, Wisma YNH, Kiara 163,
Jalan Kiara, Mont Kiara,
W.P. Kuala Lumpur,
50480 Malaysia.

Tuan,

SURAT SETUJU TERIMA CADANGAN KOLABORASI ANTARA LEADING QUANTUM CONSULTANCY SDN. BHD. DAN ARMIENA GROUP SDN. BHD.

Saya, Kak Yan (Gelaran) _____ (Nama Penuh seperti dalam KP), memegang jawatan _____ di Leading Quantum Consultancy Sdn Bhd (Organisasi) dengan ini (☒ ~~bersetuju~~ / ~~tidak bersetuju~~) dengan ...

☒ SEMUA cadangan kolaborasi

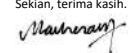
☐ SEBAHAGIAN cadangan kolaborasi iaitu perkara _____ (Nyatakan)

... antara LEADING QUANTUM CONSULTANCY SDN. BHD. dan ARMIENA Group Sdn. Bhd. seperti yang dinyatakan di dalam surat cadangan dan terma serta syarat yang dilampirkan di dalam surat tersebut (No. Rujukan Surat : AGSB /BSD/SP/0018).

Saya juga memahami bahawa cadangan kolaborasi diatas adalah sekadar persetujuan bertulis untuk berkolaborasi tanpa sebarang ikatan perjanjian kontrak antara LEADING QUANTUM CONSULTANCY SDN. BHD. dan ARMIENA Group Sdn. Bhd.

☒ Setuju ☐ Tidak Setuju

Sekian, terima kasih.



Nama : Maheeran Binti Hassan
Jawatan : Direktor
No. Telefon : 014-611 5723
Cop Rasmi :

LEADING QUANTUM CONSULTANCY SDN BHD
(1262323-H)
NO. 02/28 (1ST FLOOR)
JALAN KOLAM AIR 2, NONGCHIK RIVERSIDE
81100 JOHOR BAHRU, JOHOR

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Letter of Collaboration Leading Quatum Consultancy and Armiena Group



PPM-003-10-09112020
Entrepreneur - Trainers and Coaches Network of Malaysia

Entrepreneur - Trainers and Coaches Network of Malaysia
No 36-F, Jalan Setia Perdana BB, Setia Alam, 40170 Shah Alam Selangor | www.tncnetwork.my

Rujukan Kami : AGSB /BSD-SP/0011
Tarikh : 01st Mei 2021

En. Shamim Shafiee
Pengasas / Ketua Pegawai Eksekutif
ARMIENA GROUP SDN. BHD.
S-19-07, Wisma YNH, Kiara 163,
Jalan Kiara, Mont Kiara,
W.P. Kuala Lumpur,
50480 Malaysia.

Tuan,

SURAT SETUJU TERIMA CADANGAN KOLABORASI ANTARA ENTREPRENEURS TRAINERS AND COACHES NETWORK OF MALAYSIA DAN ARMIENA GROUP SDN. BHD.

Saya, Megat Zainurul Anuar bin Megat Johari yang memegang jawatan sebagai President kepada pesatuan diatas dengan ini bersetuju dengan: _____

☐ SEMUA cadangan kolaborasi

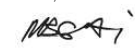
☐ SEBAHAGIAN cadangan kolaborasi iaitu perkara _____ (Nyatakan)

... antara ENTREPRENEURS TRAINERS AND COACHES NETWORK OF MALAYSIA dan ARMIENA Group Sdn. Bhd. seperti yang dinyatakan di dalam surat cadangan dan terma serta syarat yang dilampirkan di dalam surat tersebut (No. Rujukan Surat : AGSB /BSD/SP/0011).

Saya juga memahami bahawa cadangan kolaborasi diatas adalah sekadar persetujuan bertulis untuk berkolaborasi tanpa sebarang ikatan perjanjian kontrak antara ENTREPRENEURS TRAINERS AND COACHES NETWORK OF MALAYSIA dan ARMIENA Group Sdn. Bhd.

☐ Setuju ☐ Tidak Setuju

Sekian, terima kasih.



Nama : Megat Zainurul Anuar bin Megat Johari
Jawatan : President
No. Telefon : 019-2750031
Cop Rasmi :

TNC
PPM-003-10-09112020
ENTREPRENEURS TRAINERS AND COACHES NETWORK OF MALAYSIA

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Letter of Collaboration Entrepreneurs Trainers and Coaches Network of Malaysia (TNC) and Armiena Group



Rujukan Kami : AGSB /BSD-SP/0011
Tarikh : 01st Mei 2021

En. Shamim Shafiee
Pengasas / Ketua Pegawai Eksekutif
ARMIENA GROUP SDN. BHD.
S-19-07, Wisma YNH, Kiara 163,
Jalan Kiara, Mont Kiara,
W.P. Kuala Lumpur,
50480 Malaysia.

Tuan,

SURAT SETUJU TERIMA CADANGAN KOLABORASI ANTARA SKYWIKI CONSULTING DAN ARMIENA GROUP SDN. BHD.

Saya Megat Zainurul Anuar bin Megat Johari, memegang jawatan sebagai Pengarah Urusan di di syarikat Skywiki Consulting ("SKY") dengan ini (☐ ~~bersetuju~~ / ~~tidak bersetuju~~) dengan ...

☐ SEMUA cadangan kolaborasi

☐ SEBAHAGIAN cadangan kolaborasi iaitu perkara _____

... antara SKYWIKI CONSULTING dan ARMIENA Group Sdn. Bhd. seperti yang dinyatakan di dalam surat cadangan dan terma serta syarat yang dilampirkan di dalam surat tersebut (No. Rujukan Surat : AGSB /BSD/SP/0012).

Saya juga memahami bahawa cadangan kolaborasi diatas adalah sekadar persetujuan bertulis untuk berkolaborasi tanpa sebarang ikatan perjanjian kontrak antara SKYWIKI CONSULTING dan ARMIENA Group Sdn. Bhd.

☐ Setuju ☐ Tidak Setuju

Sekian, terima kasih.



Nama : Megat Zainurul Anuar bin Megat Johari
Jawatan : Managing Director
No. Telefon : 0192750031
Cop Rasmi :

SKYWIKI CONSULTING

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Letter of Collaboration Between SKYWIKI Consulting and Armiena Group

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ARMIENA GROUP
Ready For The Future



Contact Us

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Jalan Kiara, Mont Kiara, 50480
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+603 -7890 3946

info@armiena.com