



The World's
Local DataTech
Services Provider

ARMIENA GROUP



Shamim Shafiee
Founder / CEO,
Armiena Group Sdn. Bhd.



Khalid Mohamad
Business Development
Armiena Group Sdn. Bhd.

Last updated : 15 May 2024

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	: C-16-3A, Zen Suites @ ZetaPark, Jln Langkawi, Danau Kota, 53100 Kuala Lumpur, Federal Territory of Kuala Lumpur
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.	: 03-7890 3946
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

ARMIENA's advisory and leadership team provides the vision that has propelled us from a small startup company to a worldwide diversified leader in a remarkably short period of time.

BOARD OF ADVISORY / NON – EXECUTIVE DIRECTORS



**Ts. Irme Rafhan
bin Ibrahim**

P.TECH (MBOT), M.I.M.M.(IMM),
TTT(HRDF)



**Pn. Nor Ratna
Binti Masrom**

Faculty of technology
management and
technopreneurship, UTEM



**En. Muhd Hanis
Bin Harun**

Pensyarah Kejuruteraan Perisian,
Kolej Poly-Tech MARA



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

Corporate Advisor / Turnaround
Strategist / Strategic Management



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

Corporate Advisor / Turnaround
Strategist / Strategic Management



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

and Coaches Network of
Malaysia President of
Entrepreneurs Trainers



Our Key Peoples

ARMIENA's advisory and leadership team provides the vision that has propelled us from a small startup company to a worldwide diversified leader in a remarkably short period of time.



Shamim Shafiee

Managing Director



Khalid Mohamad

Business Development



Afiqah Bukhari

HR & Corporate Admin



Nurul Atikah

Creative Designer



Ryan Charles

Full Stack Developer



Azri Rosmail

Product Development

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

senangurus™

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 ساجد
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

89.2%

809,126 SMEs in
Services sectors

5.3%

47,698 SMEs in
Manufacturing
sectors

4.3%

39,158 SMEs in
Construction
sectors

1.1%

10,218 SMEs in
Agriculture
sectors

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

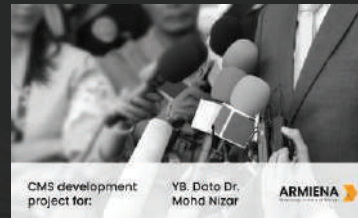
Browse our projects below & learn more work we have done.

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.



Bizapp Ventures is a digital marketing and web development system to assist entrepreneurs in managing and expanding their businesses efficiently and effectively.

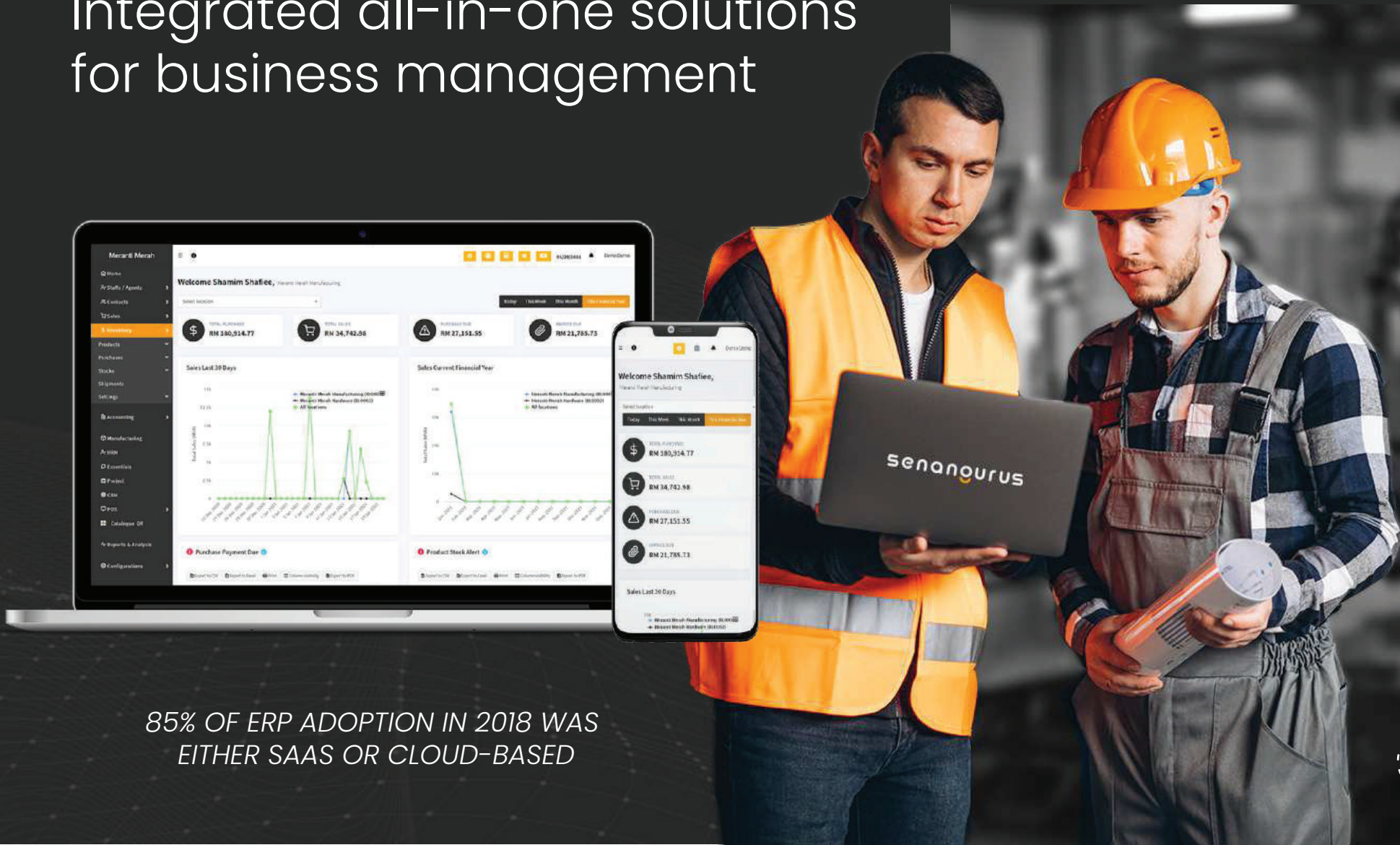
EXPLORE MORE PROJECTS

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

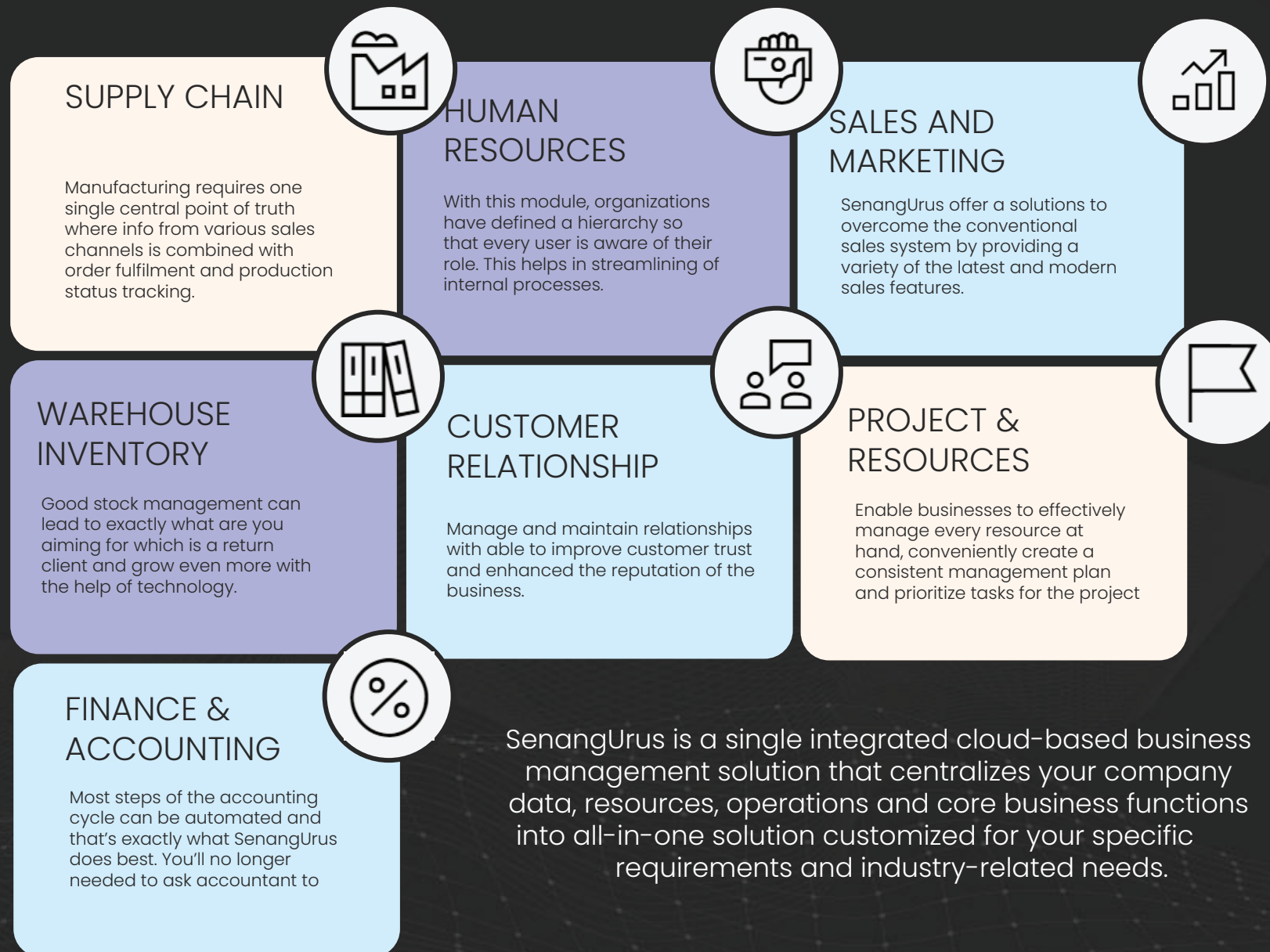


SenangUrus 360 Modern ERP

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 Clients

We have been helping countless of businesses to streamline their operations, reduce costs, and increase efficiency. With features like automated billing and inventory management, and an easy-to-use user interface, we are glad to modernize their business processes.



+580 company have joined us in becoming digital.

Strategic Partners

This strategic partnership is a testament to our commitment to continuous improvement and our unwavering focus on delivering exceptional results. We look forward to the opportunities that lie ahead and the mutual benefits that will be realized through this strategic alliance.



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 ALLIANCE BANK MALAYSIA BERHAD



MoU Signing Ceremony between Armiena Group and Alliance Bank Berhad on 6 April 2023 with the objective to joint venture for conducting activities or initiatives related to the development and transformation of SME manufacturers / producers towards digitization and adaptation of management technology throughout Malaysia.

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 KPHEDPI**, 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

MoU Signing Ceremony between ARMIENA GROUP & Nur Lembah Pangsun



The MoU Signing Ceremony between the Armiena Group and Nur Lembah Pangsun on 13 October 2023 with the objective of joint ventures to carry out activities or initiatives related to the development and transformation of SME Resort towards digitization and adaptation of management technology throughout Malaysia.

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

tv1 | **BERITA** **rtm** | **Freeview** **rtm**
SALURAN 123 | SALURAN 123

LIVE selamatpagimalaysia **#nadiseripagi** **#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.**

Award

This award will drive us to continue to improve the level of our services and products, as well as strengthen our position as a leader in this industry.



Bumiputera Business Excellence Award

INDUSTRY BRAND OF THE YEAR :
COMPUTER TECHNOLOGY

ARMIENA Group Sdn Bhd has been selected and recognized at the BBEA 2023 stage. The BBEA Award Trophy and Certificate were presented by YB Datuk Ewon Benedick, Minister of Entrepreneurship and Cooperative Development (KUSKOP) at the Mandarin Oriental Hotel, Kuala Lumpur.



Asean Trusted Company Winner 2024

We are pleased to announce that ARMIENA Group Sdn Bhd has been selected and recognized as the 2024 Asean Trusted Company Winner. The Asean Trusted Award trophy and certificate were presented to our organization from Indonesia.

This achievement will serve as a driving force for us to maintain our excellence and strive for even greater heights in the years to come.



Islamic Distinguished Entrepreneur Award 2023

Awards for category : BRAND EXCELLENCE CEO

Our CEO Mr. Shamim Shafiee has been selected and recognized as BRAND EXCELLENCE CEO. The trophy and certificate of the Distinguished Muslim Entrepreneur Award 2023 were presented by YB Datuk Seri Haji Ahmad Bin Haji Maslan, Deputy Minister of Finance of the Government of Malaysia. at The ST Regis, Kuala Lumpur.



Islamic Distinguished Entrepreneur Award 2023

Awards for category : EXTRAORDINARY ACHIEVEMENT OF THE YEAR

ARMIENA Group Sdn Bhd has been selected and recognized as OUTSTANDING ACHIEVEMENT OF THE YEAR. The trophy and certificate of the Distinguished Muslim Entrepreneur Award 2023 were presented by YB Datuk Seri Haji Ahmad Bin Haji Maslan, Deputy Minister of Finance of the Government of Malaysia. at The ST Regis, Kuala Lumpur.



Bumiputera Business Excellence Awards 2023

Awards for category : LEADERSHIP EXCELLENCE AWARD

As a visionary leader, Mr. Shamim Shafiee has successfully taken our company to a higher level through a clear strategy and vision. His firm and authoritative leadership has successfully motivated our team to achieve the company's goals and objectives with excellence.



Bumiputera Business Excellence Award 2023

Awards for category : INDUSTRY BRAND OF THE YEAR, COMPUTER TECHNOLOGY

This recognition is a significant milestone for ARMIENA Group, solidifying its position as a trusted and respected brand in the Computer Technology sector. The award not only celebrates the company's technical expertise but also its dedication to providing exceptional customer service and driving positive change within the industry.

Award



Malaysia Website Awards 2019

Awards for category : SITE OF THE MONTH AWARD

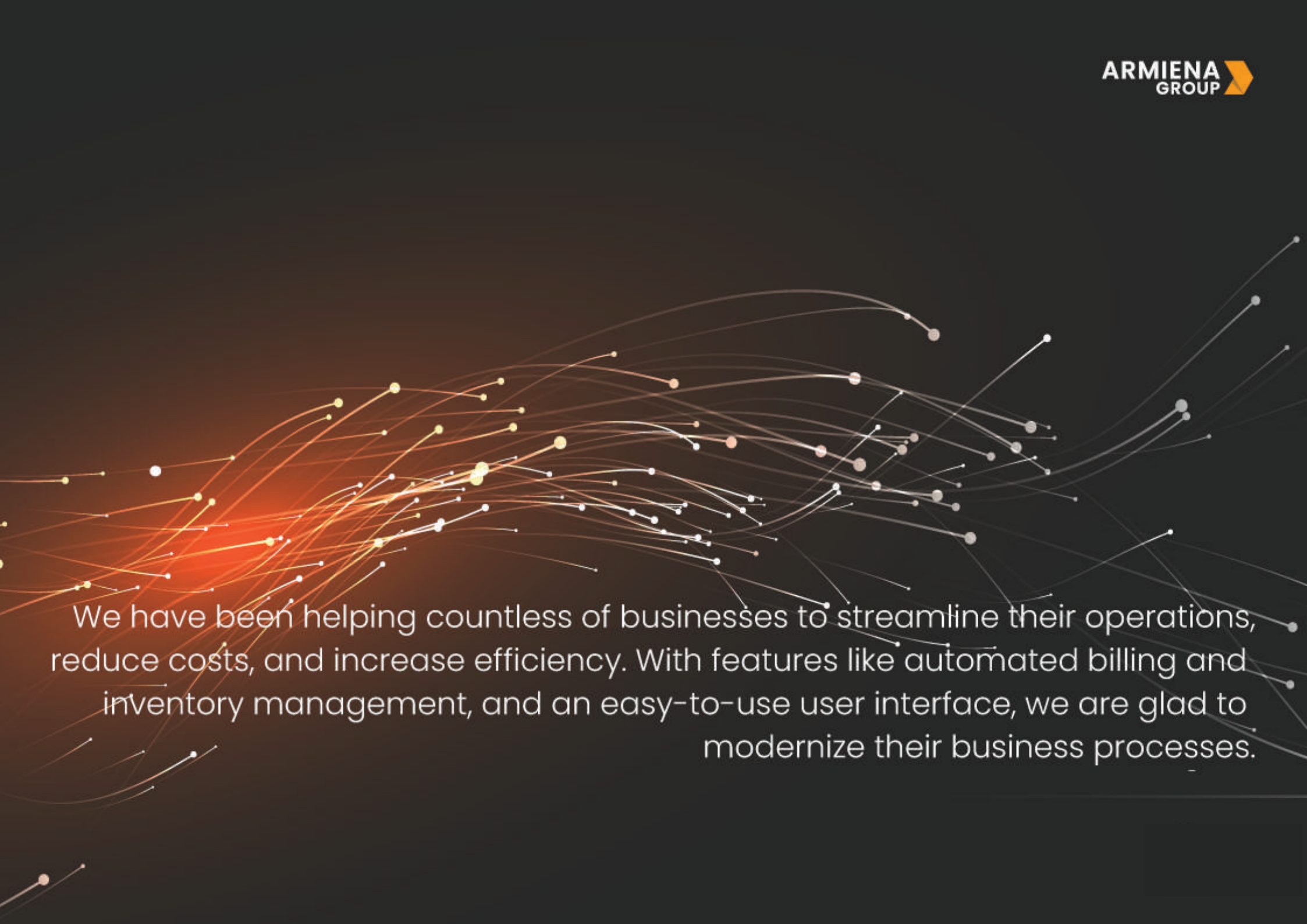
This award not only celebrates Mr. Shafiee's achievements but also highlights the collective efforts of the entire organization. It is a proud moment for the company and a testament to the hard work, dedication, and collective synergy that has propelled the organization to new levels of success.



Islamic Distinguished Entrepreneur Award 2023

Awards for category : FAVOURITE WEBSITE AWARDS

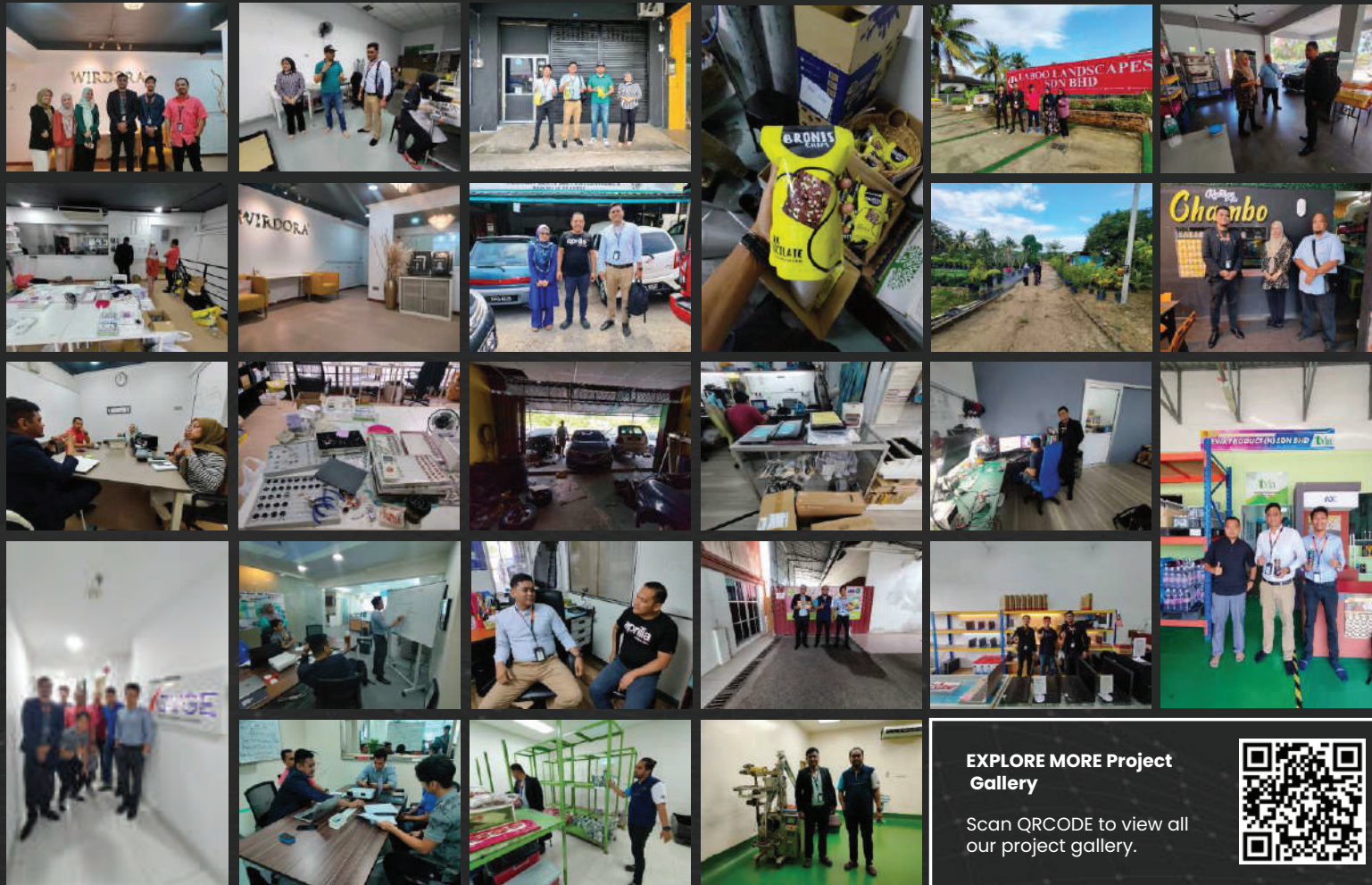
His achievement is very encouraging and is a high recognition of his leadership and dedication in developing the company.

The background features a complex network of thin, glowing orange and white lines that curve and intersect across the dark grey space, creating a sense of dynamic movement and connectivity.

We have been helping countless of businesses to streamline their operations, reduce costs, and increase efficiency. With features like automated billing and inventory management, and an easy-to-use user interface, we are glad to modernize their business processes.

Project Gallery

we take great pride in the work we deliver for our valued clients. Our project gallery is a testament to our dedication to providing the highest quality services and exceeding our clients' expectations.



EXPLORE MORE Project
Gallery

Scan QR CODE to view all
our project gallery.



Appendix

This recognition proves that our company has successfully met the standards and standards set by the relevant authorities. It also shows the trust and confidence given to us to continue our business with excellence.


[Section 17]
COMPANIES ACT 2016
(ACT 777)

**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 : HKR2916 Date : Tue Jul 07 16:15:39 +08 2020
Printing Date : 07-07-2020
This certificate is generated from SSM e-Info Services at 01-07-07-2020 16:15:39
MENARA KOMERSIAL, NO. 7 JALAN SENTRAL 5, KUALA LUMPUR SENTRAL, 50470 KUALA LUMPUR.
Tel: 03-2299 4408 Fax: 03-2299 4422

SSM Certificate


KEMENTERIAN KEWANGAN MALAYSIA
SUJIL AKUAN PENDAFTARAN SYARIKAT

NO. SUJIL : KI0113961923849898
NO. RUJUKAN PENDAFTARAN : 357-0002332121
TEMPOH SAH LAKU : 10/05/2024 - 09/05/2027

Bahawa dengan ini diperakui syarikat :
ARMIENA GROUP SDN. BHD. (1373353-A)
C-16-3A, ZEN SUITES @ ZETAPAK
JALAN LANGKAWI
TAMAN DANAU KOTA, SETAPAK
W.P. KUALA LUMPUR
53100 MUKIM SETAPAK
WILAYAH PERSEKUTUAN KUALA LUMPUR, MALAYSIA

Telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan/perkhidmatan di bawah sektor, bidang dan sub-bidang seperti di Lampiran A. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Lampiran B. Individu yang diberi kuasa oleh syarikat bagi urusan perolehan Kerajaan adalah seperti berikut :

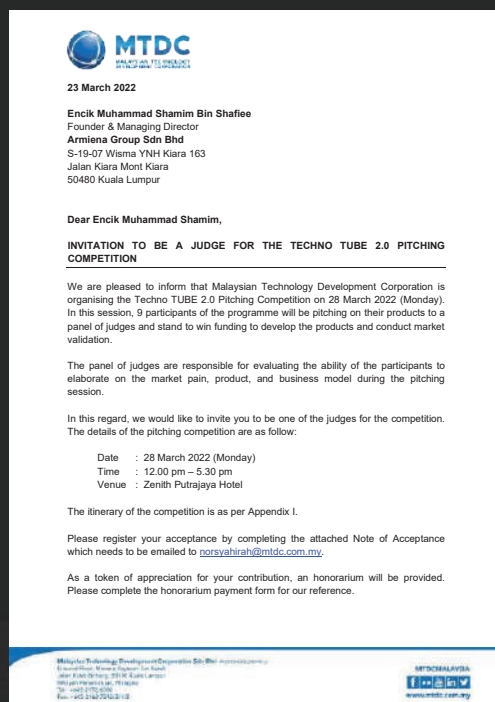
ENCIK MUHAMMAD SHAMIM BIN SHAFIEE 911126095015 DIRECTOR

tt
DATO' INDERA AB RAHIM BIN AB RAHMAN
Bahagian Perolehan Kerajaan
b.p. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 10/05/2024

(Sijil ini adalah cetakan komputer dan tidak memerlukan tandatangan)

MOF Certificate



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

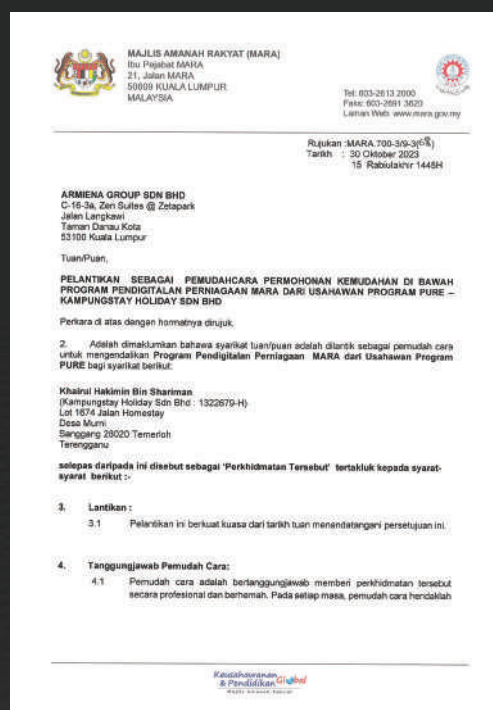


Letter Of Engagement
For MEDAC – MTDC
Industry 4.0 Accelerator
Programme 2021

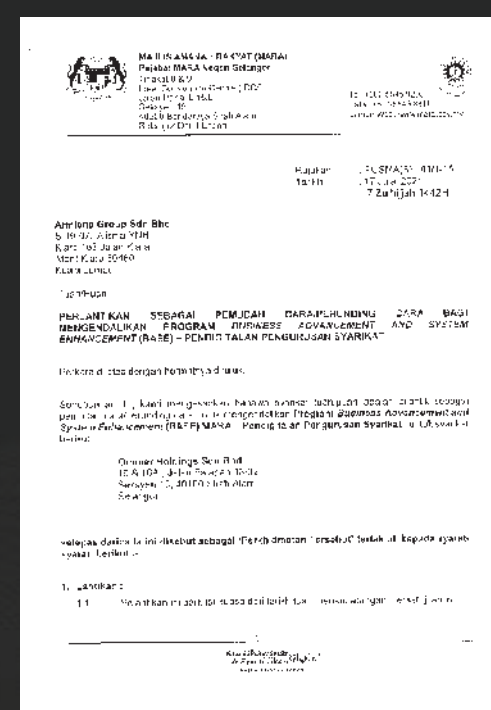




Surat Tawaran
Pelantikan Sebagai
Panel Keusahawanan
MARA



Surat Pelantikan
Program Usahawan
Resort (PURE) MARA



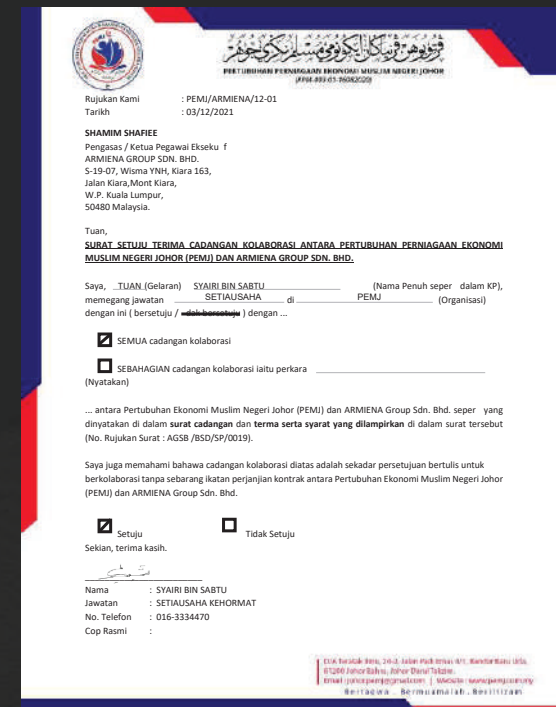
Surat Pelantikan
Pemudah Cara /
Perunding Cara
Program BASE, MARA



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

The World's
Local DataTech
Services Provider

ARMIENA
GROUP



Contact Us

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Jalan Langkawi, Taman Danau Kota,
53100, Setapak, W.P. Kuala Lumpur

+603 - 7890 3946

info@armiena.com



Shamim Shafiee

Founder / CEO,
Armiena Group Sdn. Bhd.



Khalid Mohamad

Business Development
Armiena Group Sdn. Bhd.