



**ANDREW THOMAS CHONG**  
**CORPORATE BUSINESS PROFILE**



# INFORMATION

Name : Andrew Thomas Chong

Experience : **Editorial / Design** : Editor for Legend Magazine ( 2004 )  
Editor for Malaysian Property Mart Magazine ( 2006/8 )

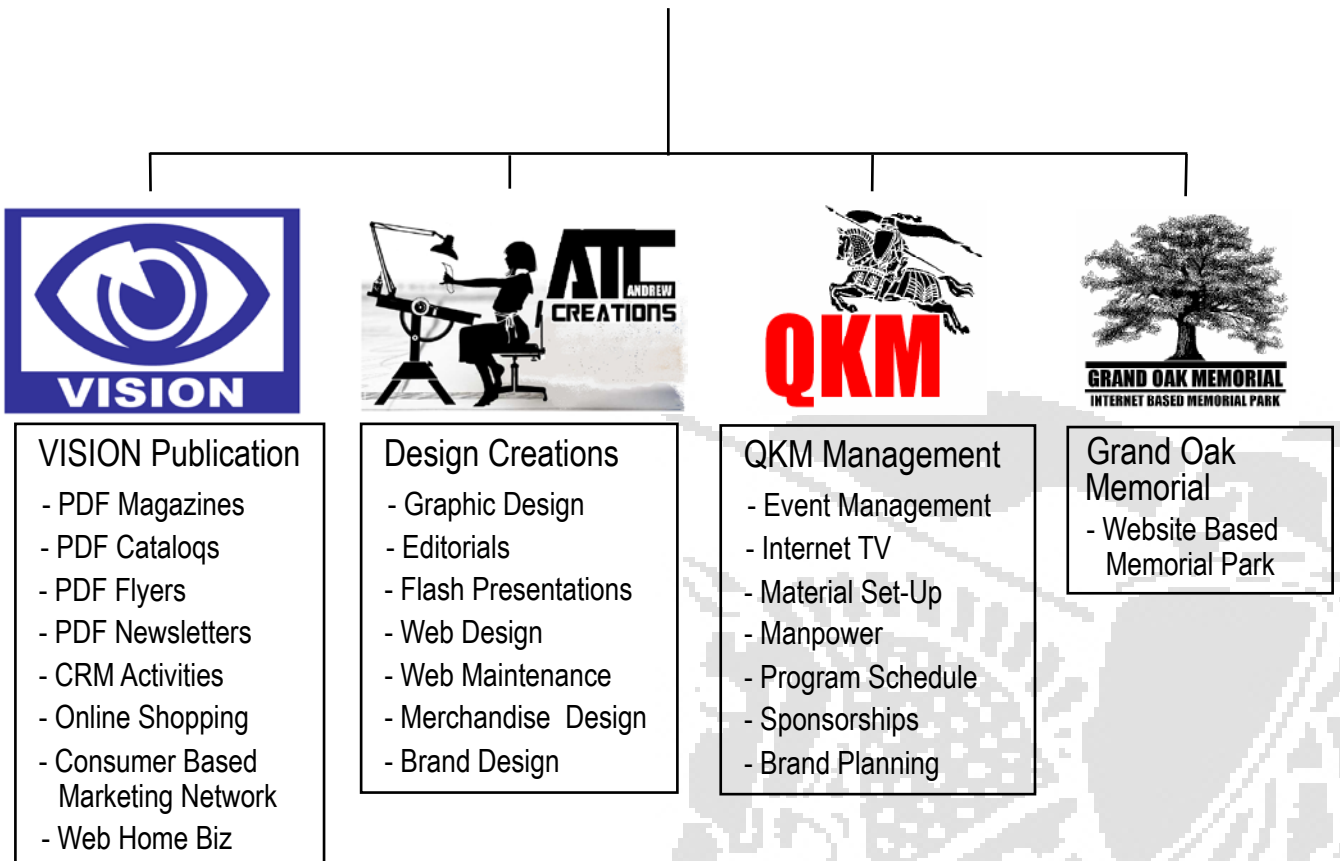
**CRM / Branding / Marketing** : F&N Coca-Cola (M) Sdn Bhd ( 1997 /2003 )

**Event Management** : Miss Tourism Penang 1004  
Miss Petite Malaysia 2004  
Mercedes SLK Penang Launch 2004  
Barbus SMART Penang Launch 2004  
Pesta International Bowling Championship Prize Dinner 2004  
F&N Special Events Team ( 2000 / 2003 )



Contact : Handphone +6019 5120506

## SERVICES STRUCTURE



### ANDREW THOMAS CHONG

M9 Block Cempaka, Mutiara Perdana, Lengkok Kelicap, 11900 Penang, Malaysia.  
Tel.: +604 6443131 HP : +6019 512 0506

# INFORMATION COMMUNICATION

## WEBSITES OVERVIEW

[andrewthomaschong.tripod.com](http://andrewthomaschong.tripod.com)

Group Website – Management & Links to divisions

[visionlifestyle.tripod.com](http://visionlifestyle.tripod.com)

PDF Magazine Website – Downloadable Magazine



[blueeye2u.tripod.com](http://blueeye2u.tripod.com)

Consumer based Marketing Website – Download Monthly Privileges Booklet



[grandoakmemorial.tripod.com](http://grandoakmemorial.tripod.com)

Online Memorial Website



[visionmall.tripod.com](http://visionmall.tripod.com)

Online Shopping Website – WIP Payments through FPX System



[visioncrm.tripod.com](http://visioncrm.tripod.com)

CRM Website – Complete CRM Solutions



[qkmevents.tripod.com](http://qkmevents.tripod.com)

Events Website – Latest Events Schedule



[qkmonline.tripod.com](http://qkmonline.tripod.com)

Internet TV Website – Currently streaming misc movies



[qkmhomebiz.tripod.com](http://qkmhomebiz.tripod.com)

Home Biz Website – Coordinating Home Based Work



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# BUSINESS SERVICES

## COMPANY SERVICES OVERVIEW



**VISION PDF MAGAZINE -**  
Free Computer based Magazine series on a wide range of topics.



**BLUE EYE CORPORATE PRIVILEGES -** Consumer Based Privilege Marketing.



**CRM PROGRAMME -**  
Develop stronger relationships with your customers.

**BRANDING -** Identify your goods / services & differentiate them from those of others



**GRAPHIC DESIGN -**  
Communicating an effective message in the design

**ADVERTISEMENTS -**  
Designed to persuade potential customers to purchase/consume more of a particular brand of product or service.



**ONLINE MEMORIAL -**  
More creative than an obituary, a good way of sharing memories and celebrating the lives of those who are sadly no longer with us.

### EVENT MANAGEMENT



**WEBSITE DESIGN -**  
It is conceptualization, planning, modeling, and execution of electronic media.



**INTERNET ONLINE TV -**  
It is a revolutionary concept in information distribution.



**VISION MALL -**  
Online Smart Shopping.

**QKM HOME BIZ -**  
New Concept Home-Based Work



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## VISION PDF MAGAZINE

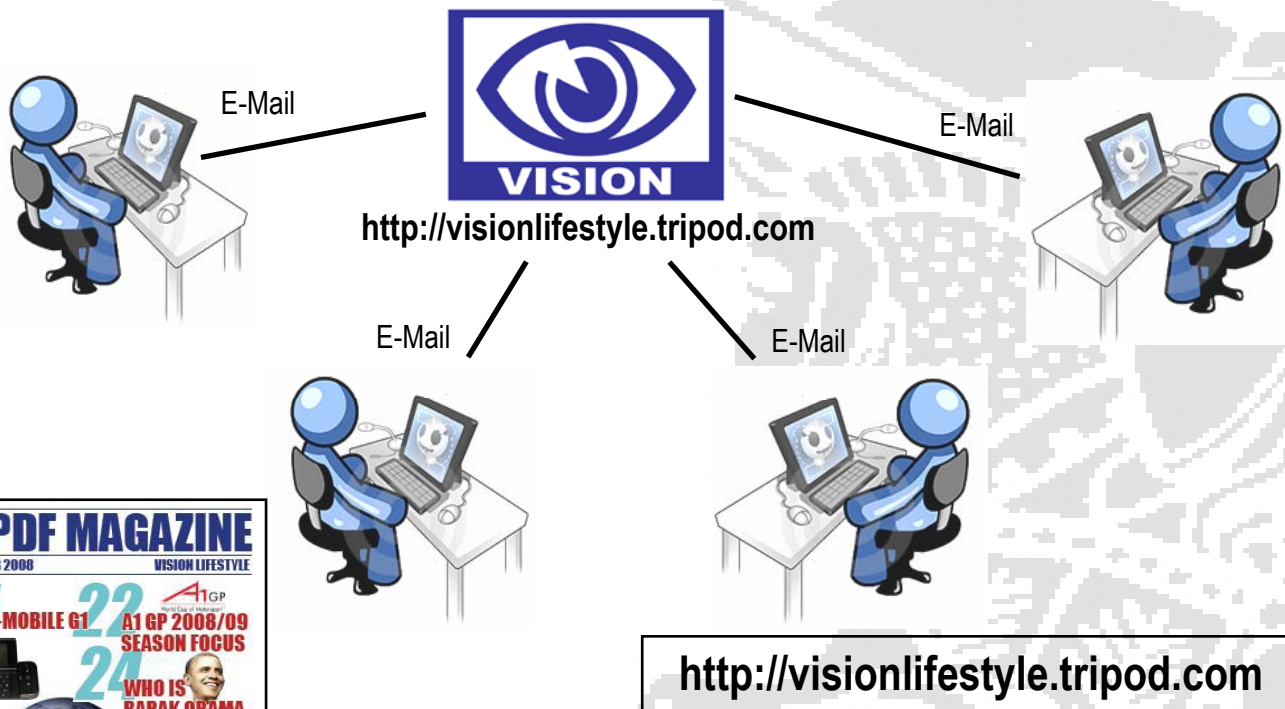
With the launch of Vision Lifestyle Magazine on 11th November 2008, we embarked on a new concept of environmental friendly medium of communication. The magazine is computer based, either delivered through the e-mail or downloadable from the website <http://visionlifestyle.tripod.com>, and does not leave any environmental footprint. This is because it does not use any paper or printing chemicals. It also serves to reduce the overall cost of publication, providing a low cost rate to advertisers, and enabling a flexible approach when proposing promotions.



We will be expanding its range of PDF Magazines with the planned launch of its Vision Home & Real Estate and Vision Home Biz in early 2009, and Vision Food & Travel in mid 2009. More topics are under evaluation.



Past editions of the magazine is archived on the website and downloadable at anytime, at no charge.



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## BLUE EYE CORPORATE PRIVILEGES

The Blue Eye Corporate Privileges is a Consumer Based Privilege Marketing Programme, that makes available to employees of participating corporate companies and organizations better offers and promotions. It also serves to open to small business owners, better consumer coverage at a very low cost. As the participating costs are low, the retailers are able to transfer these savings into better deals for the consumer.



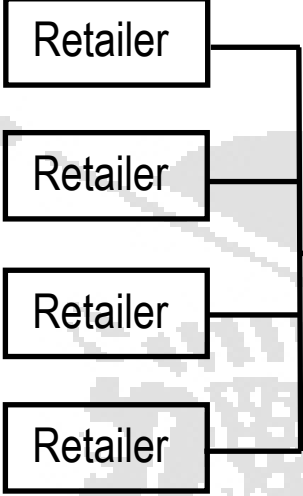
<http://blueeye2u.tripod.com>

Participating retail outlets include food sundaries, handicraft, hotels, restaurants, fashion, entertainment, travel and many others, covering most of your monthly purchases. A Monthly Privileges Booklet in PDF is downloadable from the website : <http://blueeye2u.tripod.com>

Retailers are provided 1 page per month in this booklet to inform the members and as an advertisement.



Retailers are charged an annual fee of only RM100.00, and Corporate Companies and their employees are free of any charges for the service. There is no card or printed matter.



MONTHLY PRIVILEGES BOOKLET



Privilege Members will be aware of where to shop through the Monthly Privileges Booklet, and will only have to produce their Work Badge or Corporate Badge to identify themselves.

The participating retailers will be informed of outlets that are Corporate Privilege Members through a monthly updated list through e-mail or downloadable from the website.

It is hoped that the retailers offer the best prices, and member consumers take the opportunity on a regular basis.

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## CRM CUSTOMER RELATIONS MANAGEMENT

CRM stands for Customer Relationship Management. It is a process used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. CRM entails all aspects of interaction a company has with its customer, whether it be sales or service related. Computerization has changed the way companies are approaching their CRM strategies because it has also changed consumer buying behavior.

<http://visioncrm.tripod.com>

## Customer Loyalty & Trust



### Customer Purchase



### Customer Management

Organizations are therefore looking for ways to personalize online experiences (a process also referred to as mass customization) through tools such as Software, E-Mail, Website Development, Event Participations, Loyalty Programmes, Customer Rewards and many others.

There is no such thing as a one-size-fits-all CRM solution. Every organizations differ in how they do business and how they serve their customers—and their CRM solutions vary, too.

Customer relationship management combines business processes, people, and technology to achieve one goal: keeping satisfied customers. It's an overall strategy to help you learn more about your customers and their behavior so you can develop stronger, lasting relationships that will benefit both you and your customers.

Through our CRM programme, you can manage your contacts and customer activities, enforce your business strategy with technology to consistently meet customer needs, share a single 360-degree view of your customers with your company, and personalize new and ongoing customer interactions to cost-effectively acquire, nurture, and retain good customers.

Using CRM, a business can:

- Provide better customer service
- Increase customer revenues
- Discover new customers
- Cross sell/Up Sell products more effectively
- Help sales staff close deals faster
- Make call centers more efficient
- Simplify marketing and sales processes



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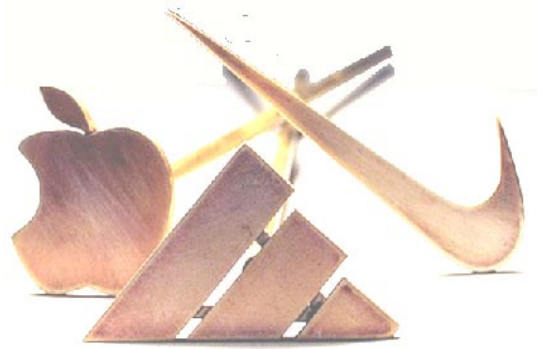
## BRANDING

A brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Branding is not all about getting your target market to choose you over your competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

A strong brand will project an strong image of your business to your potential customers. People usually associate branding with larger businesses that have the resources to spend on advertising and promotion. If you can create effective branding, then it can make your business appear to be much bigger than it really is. It also projects an image of quality in your business, many people see the brand as a part of a product or service that helps to show its quality and value.

Using a combination of our resources, we can play a role in placement, building and establishing your brand in the market.



### To deliver **BRANDING**, we have to :

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty



## GRAPHIC DESIGN

Graphic design is the process and art of combining text and graphics, and communicating an effective message in the design of logos, graphics, brochures, newsletters, posters, signs, and any other type of visual communication. Our graphic designers often use established desktop publishing software and techniques to achieve the objective of bring the best designs to meet the your satisfaction.

## ADVERTISEMENT

Advertising is a form of communication that is specially designed to persuade potential customers to purchase or to consume more of a particular brand of product or service. All advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of “brand image” and “brand loyalty”. For these purposes, advertisements sometimes embed their persuasive message with some factual information.

We provide creating and advertising service in most print media (Newspapers & Magazines), FM Radio and TV.



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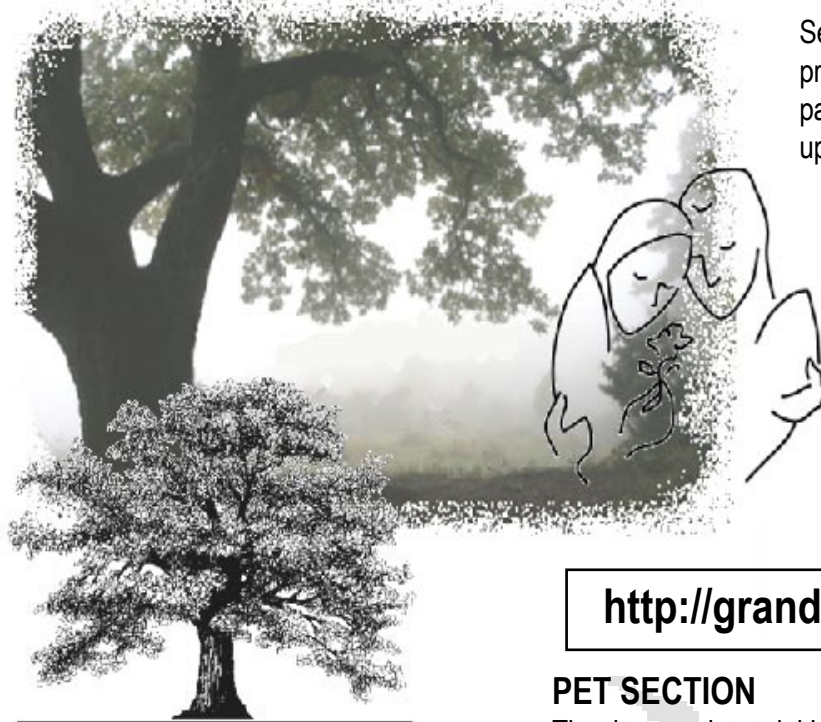


# BUSINESS SERVICES

## ONLINE MEMORIAL

An online memorial website is a way to pay tribute to your loved ones. It is more creative than an obituary, and is a good way of sharing memories and celebrating the lives of those who are sadly no longer with us.

You can share memories and photos, creating an everlasting online tribute to those who have passed away, and access it from anywhere in the world. The unique virtual memorial that you create will remain online for an indefinite period of time. This allows friends, family and even future generations to view the memorial and leave their own personal tributes and condolences. Your loved ones lives will be Remembered Forever!



Services are provided through local funeral service providers, where the ONLINE MEMORIAL will be part of the overall cost of service. The page will be uploaded before the actual funeral takes place.



<http://grandoakmemorial.tripod.com>

**GRAND OAK MEMORIAL**  
INTERNET BASED MEMORIAL PARK

## PET SECTION

The deep and special bond we share with our pets makes the pain of death just as deep. It is planned to expand to ONLINE MEMORIAL to include a pet section.

## EVENT MANAGEMENT

We provide services organising a variety of corporate events (product launches, press conferences, marketing meetings and conferences, marketing programs (road shows, grand opening events), and special corporate hospitality events like concerts, award ceremonies, film premieres, launch/release parties, fashion shows, commercial events, private (personal) events such as weddings

<http://qkmevents.tripod.com>



**QKM events**

## WEBSITE DESIGN

Web page design is conceptualization, planning, modeling, and execution of electronic media content delivery via Internet in the form of technologies suitable for interpretation and display by a web browser or other web-based graphical user interfaces (GUIs).

We provide services to create and design websites that not only present your corporate image, but will also promote online purchases and payment for your products and services.



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## QMK ONLINE

IPTV (Internet Protocol Television) is a system where a digital television service is delivered using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks.



QKM Online Internet TV is a FREE TV service for viewers on : <http://qknonline.tripod.com>, and being on the internet, can be viewed from anywhere in the world. For advertisers, this is an extra advantage.

Advertisers are able to take advantage of low price advertisement slots, as well as affordable recorded and live broadcasts of outlet openings, as well as new product launches.

The station will be broadcasting sports and community events live with its mobile teams in the field. With the growth of Wifi, more viewers are expected to tune in.



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VISION MALL

<http://visionmall.tripod.com>

Online shopping is the process consumers go through to purchase products or services over the Internet. VISIONMALL is a virtual store which evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall. Online shopping is a type of electronic commerce used for business-to-business (B2B) and business-to-consumer (B2C) transactions. The advantage of VISION MALL is that payment is made through the FPX System, which uses bank accounts instead of credit cards. It is currently supported by Maybank, Public Bank, CIMB, Bank Islam and Hong Leong Bank.



Buyer

Tranx Site



2nd Pop-up page. Selected Bank's IB validation login page

Selection of Accounts

Confirmation and Transaction Status

M2U Exchange

Maybank 2u.com  
making every moment count

Online Bill Payment page - FPX link (from Online Bill Payment Menu)

Maybank - Terms & Condition

M2U FPX Landing Page - display list of payees

M2U FPX Payment Details Page - transaction details to be filled in

M2U FPX Payment Process Page - transaction in progress notification to customers

M2U FPX Acknowledgement Page - display status of transaction

END

FPX

FPX will direct Seller / Merchant appointed bank to credit Merchant's account upon confirmation of debiting buyer's account

1st Pop-up page. FPX Terms and Condition Bank list is shown

FPC Payment Process Page - transaction in progress notification to customers

FPX Acknowledgement Page - display status of transaction

## HOW TO USE THE FPX SYSTEM

FPX means a common Internet based Online Payment Gateway system to facilitate payment between participating Financial Institutions (FI's) for any business-to-business (B2B) and business-to-customers (B2C) transactions.

Requirements for Customer

To use FPX, customers are required to have the following:

- Current and/or savings account with any of the participating banks.
- Registered for Internet Banking service with any of the participating banks.

### Participating Banks

1. CIMB Bank Berhad
2. Public Bank Berhad
3. Bank Islam Malaysia Berhad
4. Hong Leong Bank Berhad
5. Maybank2e.net
6. Maybank2u.com



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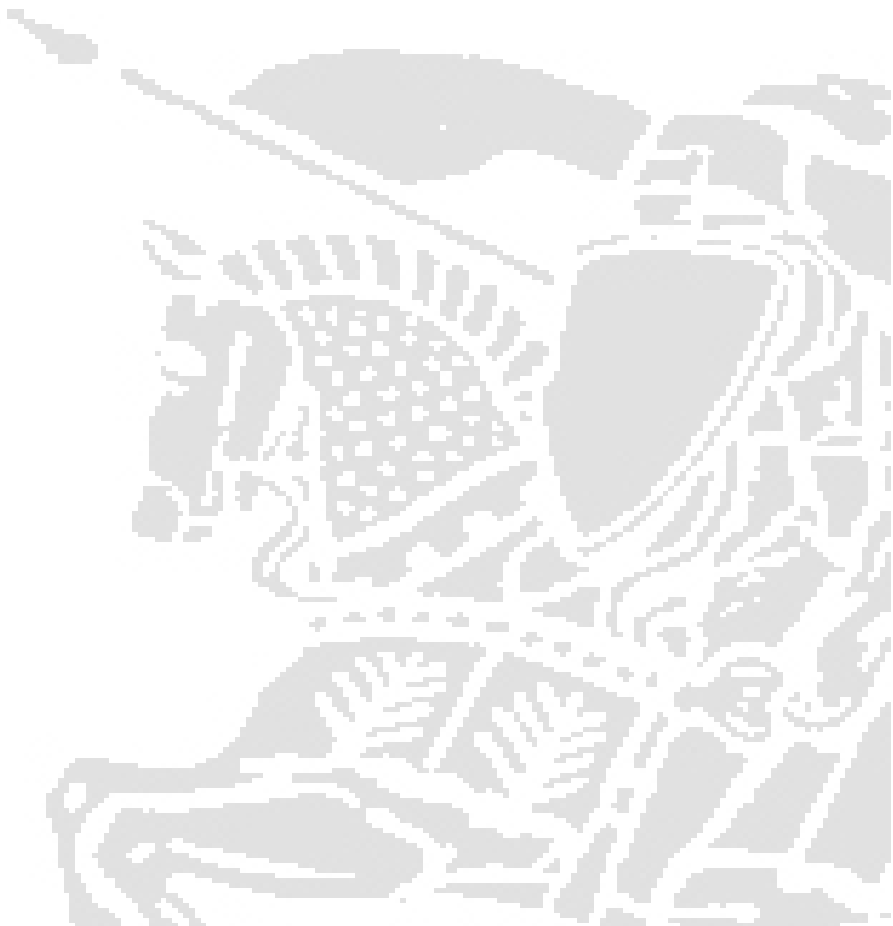
QKM Home Biz



**QKM**  
HomeBiz

<http://qkmhomebiz.tripod.com>

**Business Section Under Development**



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# ATC ANDREW

