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Kuala Lumpur Metro Group Quarterly Circular Newsletter

NEWS

METROPOLIS



HEARTIEST
CONGRATULATIONS
LEXIS HOTEL GROUP

衷心祝贺丽昇酒店集团

Lexis Hotel Group Wins

ASIA'S BEST EMPLOYER BRAND AWARDS 2018

@ Le Meridien Sentosa, Singapore on 31st July 2018

丽昇酒店集团于2018年7月31日于新加坡 Le Meridien Sentosa 荣获《亚洲最佳雇主品牌奖 2018》。

A new chapter with Dr M's China-Malaysia reset

Malaymail.com : 21st August 2018

In dealing with Tun Dr Mahathir Mohamad, China would have found a very different leader from what it has become used to from Malaysia.

Many Malaysians are familiar with Dr Mahathir who is in equal measures a straight-talker who punches above his weight, and also a charmer and expert negotiator.

In his five-day official trip to China, he has offered much praise and wonder at how much the global giant has advanced technologically, gushing in particular over Jack Ma and suggesting Alibaba has much to offer Malaysia.

After talks with Premier Li Keqiang yesterday, he suggested that China use Malaysia as a technological hub for Southeast Asia.

He also suggested that his Look East policy - which when he conceived it in the 1980s was about taking Japan as a role model - included China as part of a greater trade partnership in the entire region.

On Saturday, Dr Mahathir also secured a commitment from Chinese automaker Geely to extend its existing partnership with Proton Holdings Berhad and start selling the Malaysian car in China and other international markets.

Geely will also allow Proton to tap its green-car technology, as well as basic vehicle platform technologies developed jointly with its wholly owned unit Volvo Cars of Sweden.

Yesterday, a number of memoranda of understanding were also signed, which saw China pledge to buy more Malaysia palm oil and even one which makes it easier for frozen durians to be exported to China.

While he has continued to talk about the lopsidedness of the deals made with Beijing and Chinese companies by Datuk Seri Najib Razak, the future of the East Coast Rail Link (ECRL), High Speed Rail (HSR) and other



projects linked with Chinese companies have not been placed on any official agenda during his visit.

But make no mistake about it: this has all been a negotiation.

And what Dr Mahathir is offering Beijing is a clear path towards resolving the issues Malaysia has with the deals, which not only avoids any embarrassment in Beijing of being associated with a graft scandal, but also offers mutual business and trade benefits.

It is not as simple as just cutting costs or cancelling projects, but about how Alibaba and Geely will lead the way for Chinese companies to not just help Malaysia out of the hole it finds itself in post-Najib but to prosper together in Malaysia.

Dr Mahathir will hope that Alibaba and Geely will rev up a clearly flagging Malaysian economy. Yesterday he also spoke to reporters about how he was looking at how China has relatively low unemployment and suggested Malaysia would need help with its own issues.

China would also benefit from such an arrangement, too. As pointed out in a Reuters report, Malaysia is a good place to launch e-commerce initiatives and other expansions into Southeast Asia. Geely's move to push Proton overseas also should help it service the low end of the market.

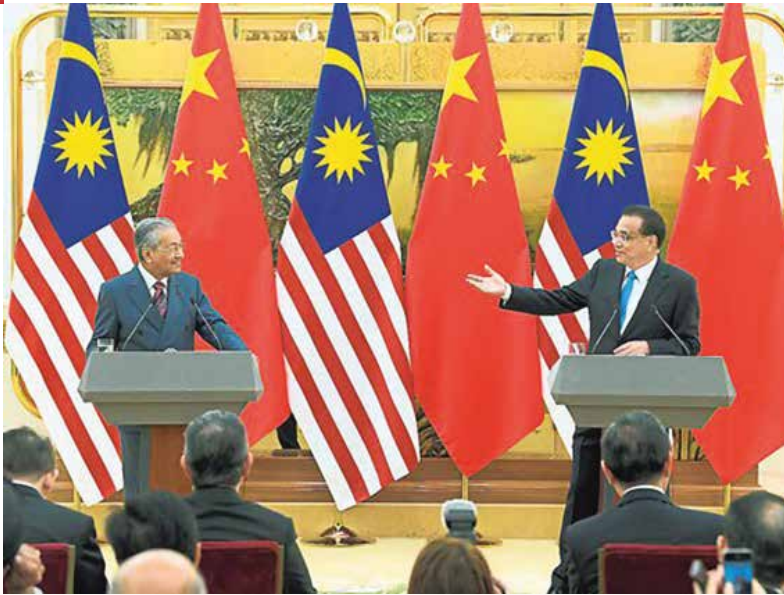
Dr Mahathir offered yesterday some optimism about how successful his approach has been. He said he believed China would be sympathetic towards Malaysia's internal fiscal problems.

The PM met with President Xi Jinping yesterday before leaving for home today.

So far China has rolled out the red carpet Dr Mahathir and his entourage. That suggests Beijing is open to Dr Mahathir's proposed reset.

一榮俱榮一損俱損 馬中同意推動自貿全球化

Chinapress.com.my : 20th Aug 2018



馬來西亞與中國同意進一步推動雙邊關係，同時，共同推動自由貿易及全球化市場，以達到“一榮俱榮一損俱損”互相共贏的目的。

向中國學習

馬來西亞與中國通過共同攜手獲益良多，相信國家間的合作至關重要，特別是相信與中國的合作，因為中國有很多可以讓我們獲益的。

蒞訪顯示大馬重視中國

馬哈迪說，這次訪問證明了中國對大馬的重要，中國是大馬最大的貿易夥伴，兩國關係擁有數百年歷史，現在馬中決定要繼續加強兩國關係。



奉行友好政策 鞏固傳統友誼

李克強強調，無論形勢如何發展變化，中國長期奉行對馬友好政策不會改變，願同馬鞏固傳統友誼，推動兩國關係與合作繼續穩定向好，共同維護地區和平穩定與發展繁榮。



Lexis Hotel Group Donates RM33,390 To Tabung Harapan 丽昇酒店集团捐献RM33,390 予希望基金



The Lexis Hotel Group recently donated a total of RM33,390 to Tabung Harapan, in support of nation building.

The amount was raised over two weeks, from June 25 to July 8, at the group's three properties in Port Dickson - Lexis Port Dickson, Grand Lexis Port Dickson and Lexis Hibiscus Port Dickson, with a total of 1216 rooms. A fixed amount of RM3 was set aside for each occupied room.

YBhg Dato Low Tak Fatt, Managing Director of Kuala Lumpur Metro Group, presented the cheque for Tabung

Harapan to YAB Tuan Haji Aminuddin Bin Harun, the Menteri Besar of Negeri Sembilan. At the cheque presentation ceremony, YBhg Dato Low Tak Fatt, said that the Group was proud to have played a small part by contributing to Tabung Harapan. He added that the Group stands together in solidarity with Malaysia as it firmly believes that the Malaysian government is capable of reducing the burden of the national debt.

On May 30, the Prime Minister Tun Dr Mahathir Mohamad announced the setting up of Tabung Harapan to raise funds to reduce the country's debt of RM1 trillion.

丽昇酒店集团近日捐献共RM33,390予希望基金，为建国献出一份力量。

这笔款项是丽昇酒店集团在6月25日至7月8日的三周内，根据旗下位于波德申的三间酒店：即丽昇海上度假村、丽昇海上泳池别墅及马来西亚大红花（丽昇精选酒店）共1216个客房的房费而筹得。每间租用的客房捐献固定的RM3.00。

吉隆坡都市集团董事总经理拿督刘德发把捐助希望基金的支票递给森美兰州务大臣Tuan Haji Aminuddin Bin Harun。在支票递交仪式上，拿督刘德发说，丽昇集团很荣幸能够通过捐助希望基金，为国家献出一份绵力。他补充说，丽昇集团和全国人民心手相连，坚信政府有能力减少国家债务的负担。

5月30日，首相敦马哈迪医生宣布成立希望基金，以筹集基金，协助减少1兆令吉的国债。



Carving A Niche In The Competitive Industry SOBA LAB 2018 SOBA LAB 2018展示如何在竞争中闯出独家天地

In efforts to encourage small business growth in Malaysia, Star Media Group recently organised SOBA LAB, a platform for entrepreneurs to engage with and learn from the experiences of other successful business owners. Held in conjunction with The Star Outstanding Business Awards (SOBA) 2018, the first SOBA LAB took place at MSOGO Co.Workspace in Prangin, Mall, Penang on 18 July and saw Ms Mandy Chew Siok Cheng, the President of Lexis Hotel Group sharing her journey with young entrepreneurs in building, managing and growing an award-winning company.

She stressed on the importance for entrepreneurs to carve their own niche in order to stand out from the crowd and thrive in this competitive business environment. She explained that creating a niche can reduce competition, increase visibility of one's company, create word of mouth growth, provide honest expertise and enhance customer relationships.

However, she pointed out there are several factors that come into play when carving a niche including pricing, niche positioning, niche audience and value added offerings. She emphasized on the importance of marketing to one's niche audience including determining the unique selling proposition - the one defining element that sets one's business apart.

She also shared how the Lexis Hotel Group has carved a niche in the hospitality industry with its own unique selling proposition, one that focuses on location - resorts overlooking the sea and personalised facilities such as private pools and steam rooms, offering a unique one-of-a-kind experience for its guests.



为了鼓励国内小企业成长，星报媒体集团最近主办了SOBALAB平台，让创业者学习和分享成功企业家的经验的窍门。配合星报杰出企业奖(SOBA) 2018的颁发，首届SOBA LAB于7月18日在檳城 Prangin Mall的MSOGO Co.Workspace举行。丽昇酒店集团总裁周淑清在活动上与青商分享建立、管理及发展公司的经过和心得。

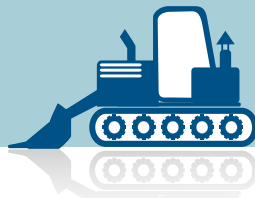
她强调，企业家必须开拓自己的利基市场，才能在竞争激烈的商场中脱颖而出和茁长。她解释说，开拓利基市场可以减少竞争、提高公司的能见度、创造口碑成长、提供诚恳的专长及提升顾客关系。

不过她指出，开拓利基市场需要几个因素，包括定价、利基市场定位、利基观众及提供增值产品或服务。她强调企业家向利基观众进行营销的重要，包括如何确定独特的销售主张，因为这是一个企业要在许多企业当中出类拔萃的重要元素。

此外，她也分享了丽昇酒店集团如何以本身注重地点的独一无二销售主张 - 例如建造眺望大海的度假村和提供私人泳池和蒸汽室等个人化设施，为客人营造与众不同的度假体验，而在酒店业中开创利基市场。

Slow and steady progress . . . lowering steel cage and casting
稳步进展 . . . 下降钢筋笼和浇筑工程

IMPERIAL LEXIS®
KUALA LUMPUR
吉隆坡帝国套房



Sentosa Impian has partially completed the structural framework for the 2 1/2 storey units.

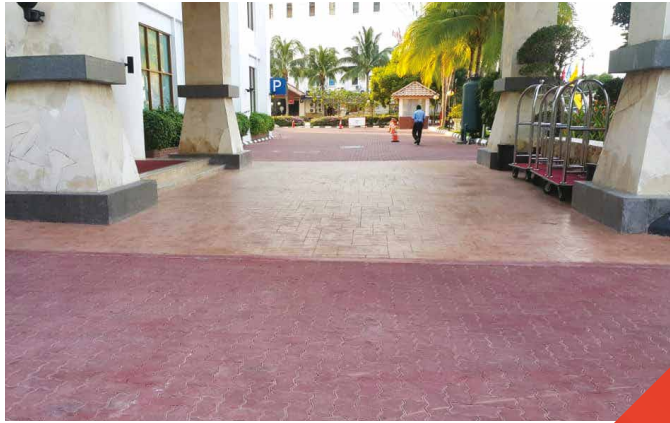
Sentosa Impian 2层半单位已完成部分的结构框架工程。

Kawasan Perindustrian BATU CAVES Utara

The site of Kawasan Perindustrian Batu Caves Utara is showing further progress in its structural framework.

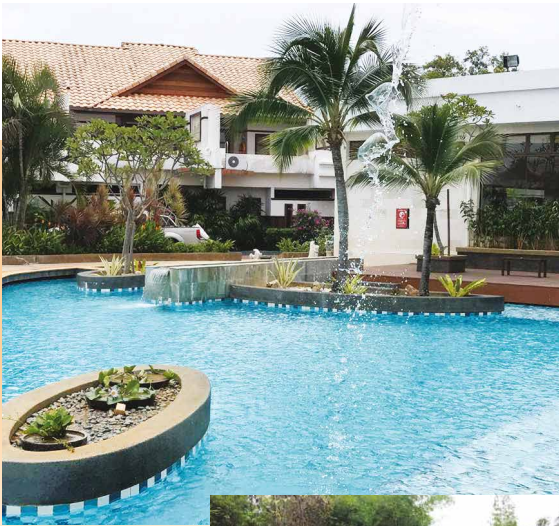
Batu Caves Utara 工业区的结构框架施工继续进行。





Happenings at Lexis resorts

丽昇度假村快讯



As part of the ongoing upgrading works at both Lexis and Grand Lexis Port Dickson, the lobby porch area has received a facelift using the interlocking brick system and with imprinted concrete. Guests will be pleased to know that the hotels have also undergone thorough scrubbing and varnishing on its chalet walkways, received new paint jobs as well as garden landscaping.

波德申的丽昇海上度假村和丽昇海上泳池别墅继续进行升级工程，大堂门厅经过翻新，采用互扣砌砖系统和印花混凝土。此外，酒店度假屋的人行道也进行全面洗刷和粉刷以及花园景观工程，呈现焕然一新的面貌。

Slip on your boots and saddle up for an adventure at Grand Lexis Port Dickson!

There's no better way to see the lay of the land than perched atop a majestic pony. Guests, both young and old, are able to get a unique view of the resort with a special pony ride, which is available daily from 9 am to 8 pm.

波德申丽昇海上泳池别墅提供骑马活动，让你穿上长靴、坐在马鞍上体验冒险的感受！

无论老少都可以骑在小马上，英姿飒爽地在马背上饱览度假村独有的景色。这项特别服务的提供时间是每天上午9时至下午8时。

Experience the Mane Event

马背上不一样的风景



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- Most overwater villas in a single resort

Developer 发展商



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