

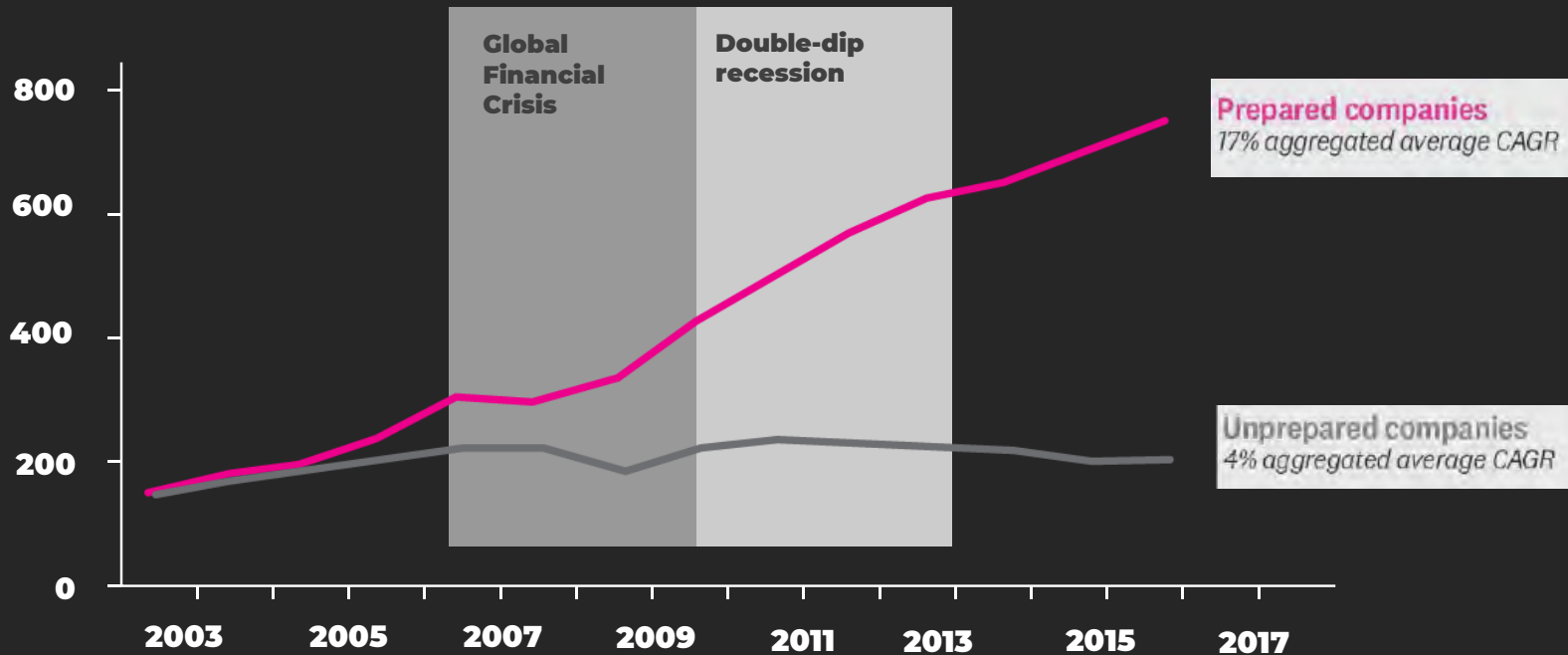
An aerial, high-angle view of a dense urban skyline at night. The image is dark, with the city lights providing a subtle glow. Numerous skyscrapers of varying heights and architectural styles are visible, packed closely together. The perspective is from directly above, looking down on the city.

A new ecosystem is emerging

**Dato' George Lim**

# Companies That Prepare for a Recession

Pull Ahead During and After It Aggregated  
average EBIT indexed to 2003







**What do  
SMEs in  
Malaysia  
want?**



**34%**  
**of SMEs**  
**owners have**  
**finance related**  
**issues...**



...84%  
of SMEs  
experience  
delayed  
payments





**64%**  
**of SMEs**  
**want to improve**  
**efficiency in their**  
**business**

THE FLORAL ATELIER,  
SINGAPORE

**55%** of small business in  
experienced zero  
or negative growth

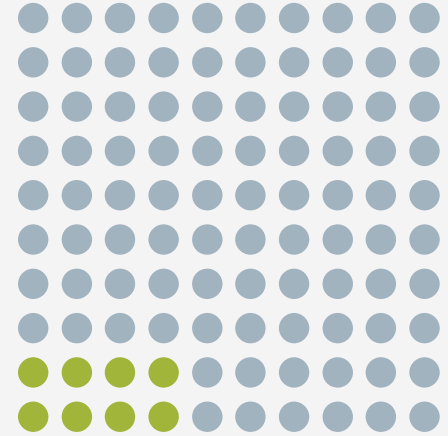
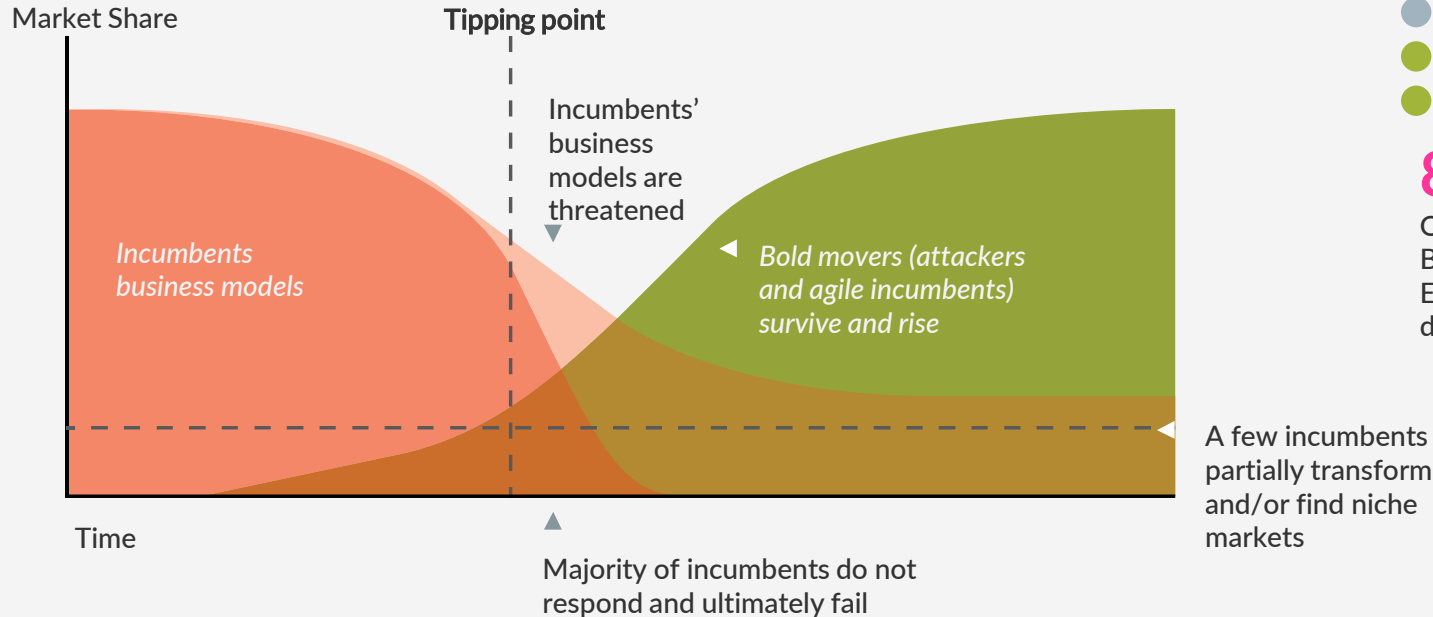




**50%** of Traditional small businesses  
be disrupted by 2025



**Disruption is always dangerous,**  
**But digital disruptions are happening faster than ever.**



**8%**

Of companies believe their  
Business model will remain  
Economically viable through  
digitization

A man in a dark suit is seen from the back, pointing his right hand towards a large, bright screen or window. The scene is dimly lit, with the light from the screen/window illuminating the man's suit and the text. Another person is partially visible on the right side of the frame, also looking towards the screen. The overall mood is professional and forward-looking.

# Re-thinking Strategy 5.0

Unleash a new value



*1. WHAT IS YOUR  
**BIG DREAM?***

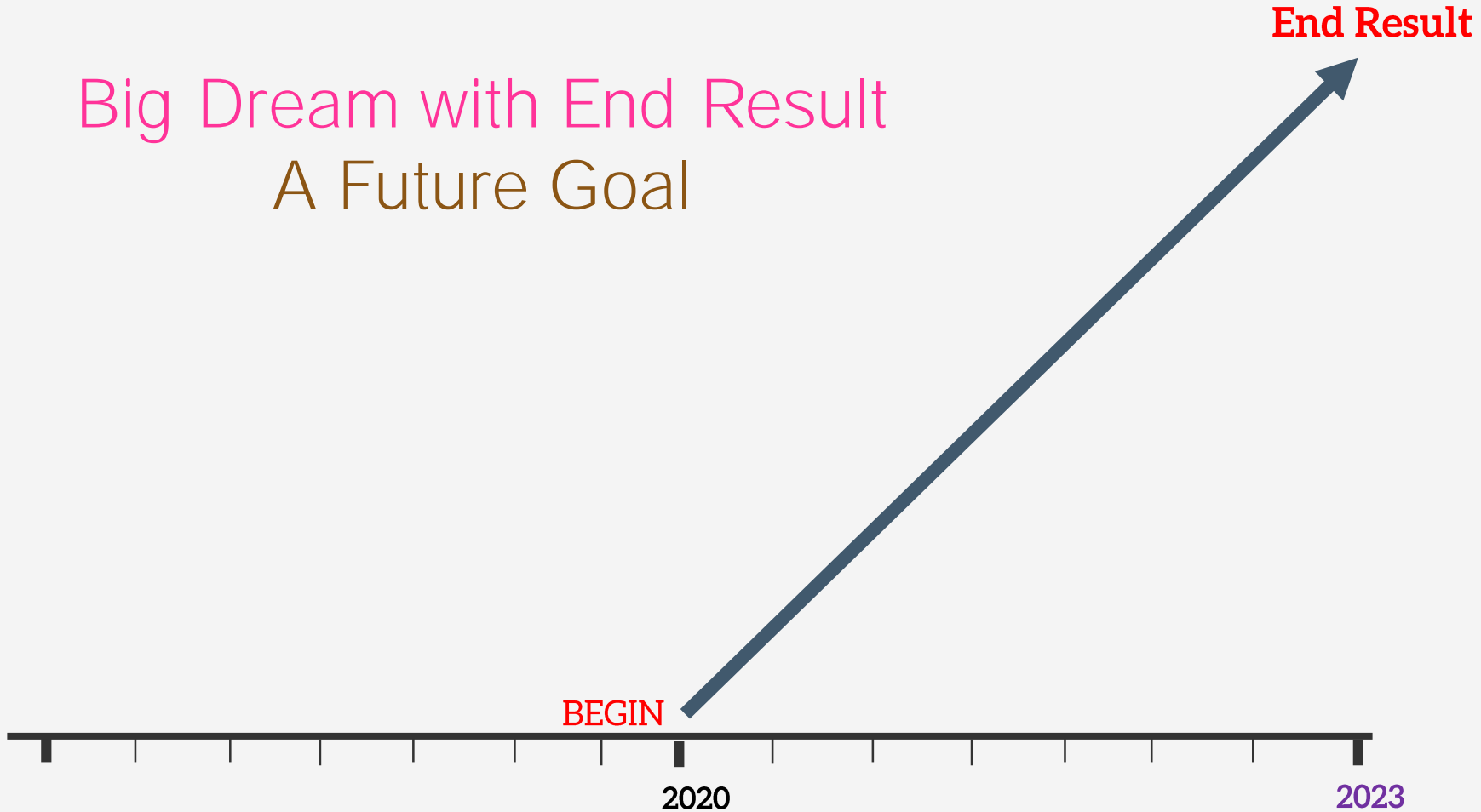


NELSON MANDELA

**“THERE IS NO PASSION TO BE FOUND  
PLAYING SMALL – IN SETTling FOR A  
LIFE THAT IS LESS THAN THE ONE  
YOU ARE CAPABLE OF LIVING.”**

# Big Dream with End Result

## A Future Goal





## 2. Business Optimisation matters?



It's hard to be a CEO...

**“CEOs are in the Business of  
Making Decisions”**

- Sam Reese  
CEO, Vistage Worldwide

# Compass for the Leadership Journey

Chair as Guide



Group as support team

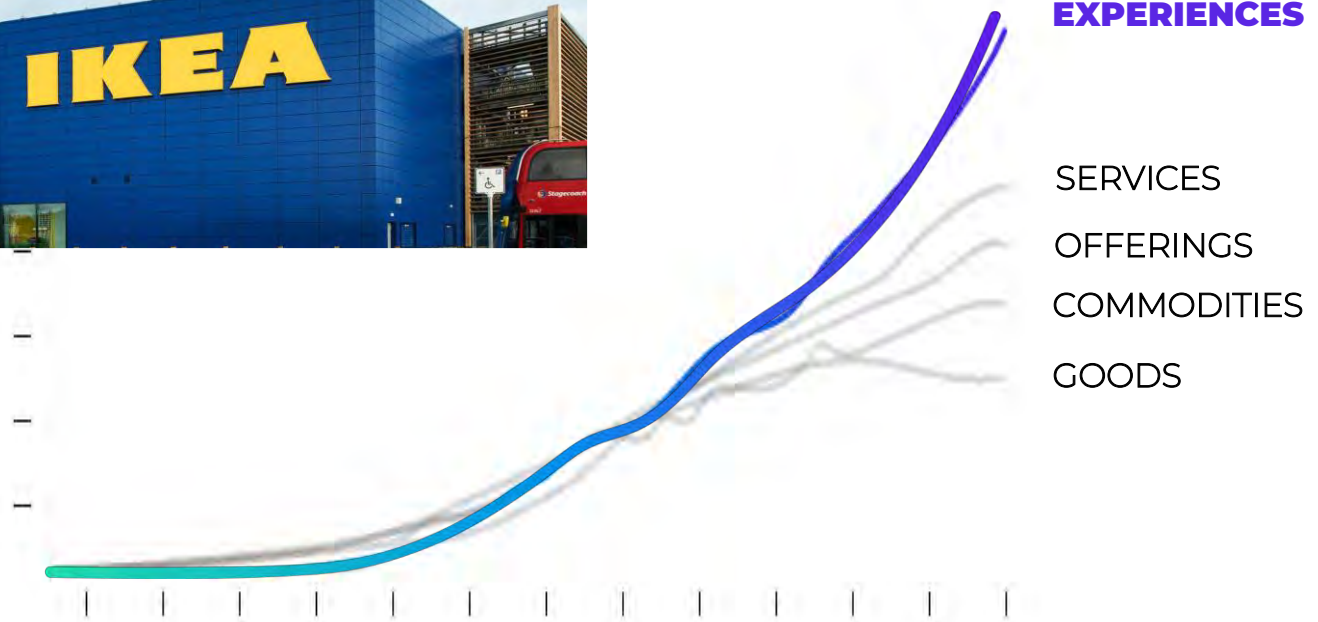


*Where do you want to be in next 5 years?*



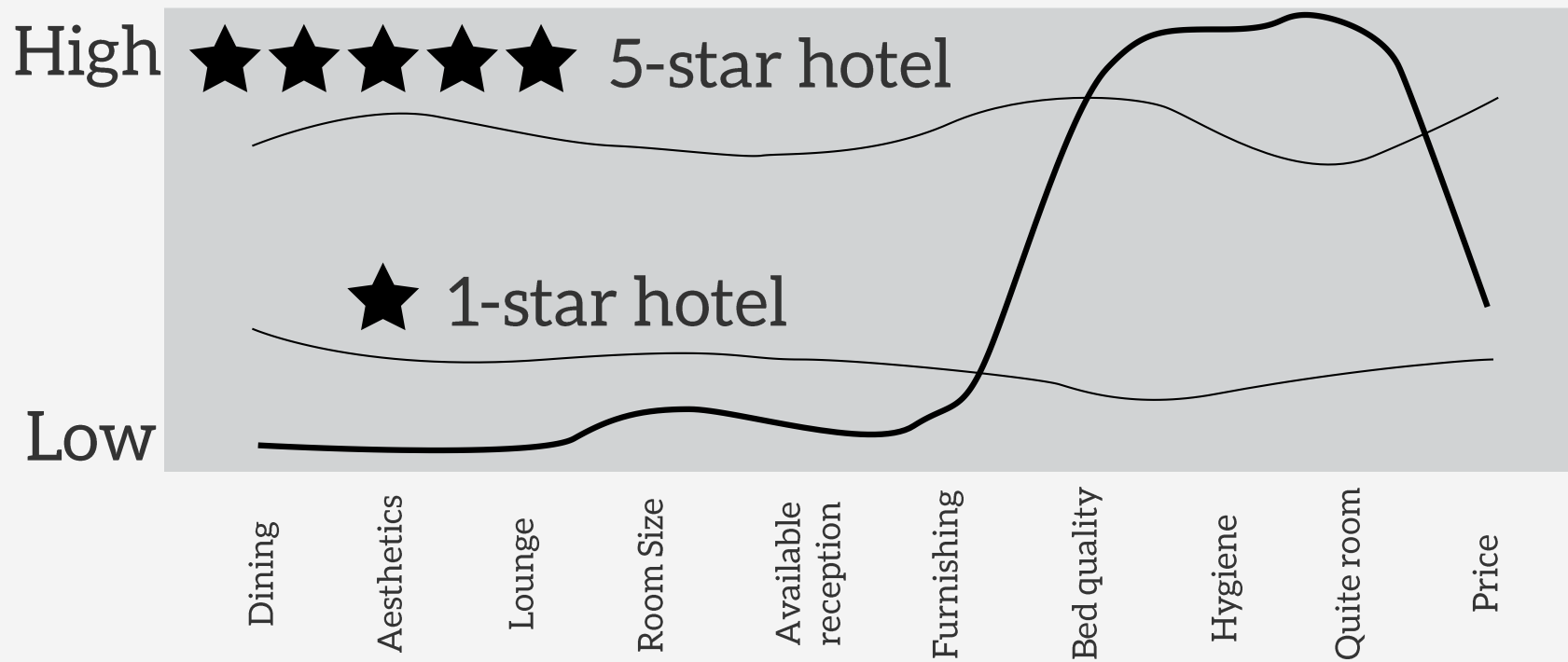
3. The Main Functions of Business :  
Keep creating VALUES





# Create Value Chain

# Differentiate Value



# 53% of customers buy based on their buying experience

VISTAGE

- It is an emotion-based sale
- We are selling the invisible
- People decide based largely on the experience. It's not just the words you say. It's your way of being and the **connection** you create with the prospect



4. What is the future skill?



## MACHINE



Efficiency



Automation



Monitoring

## HUMAN



Inspiration



Purpose



Empathy

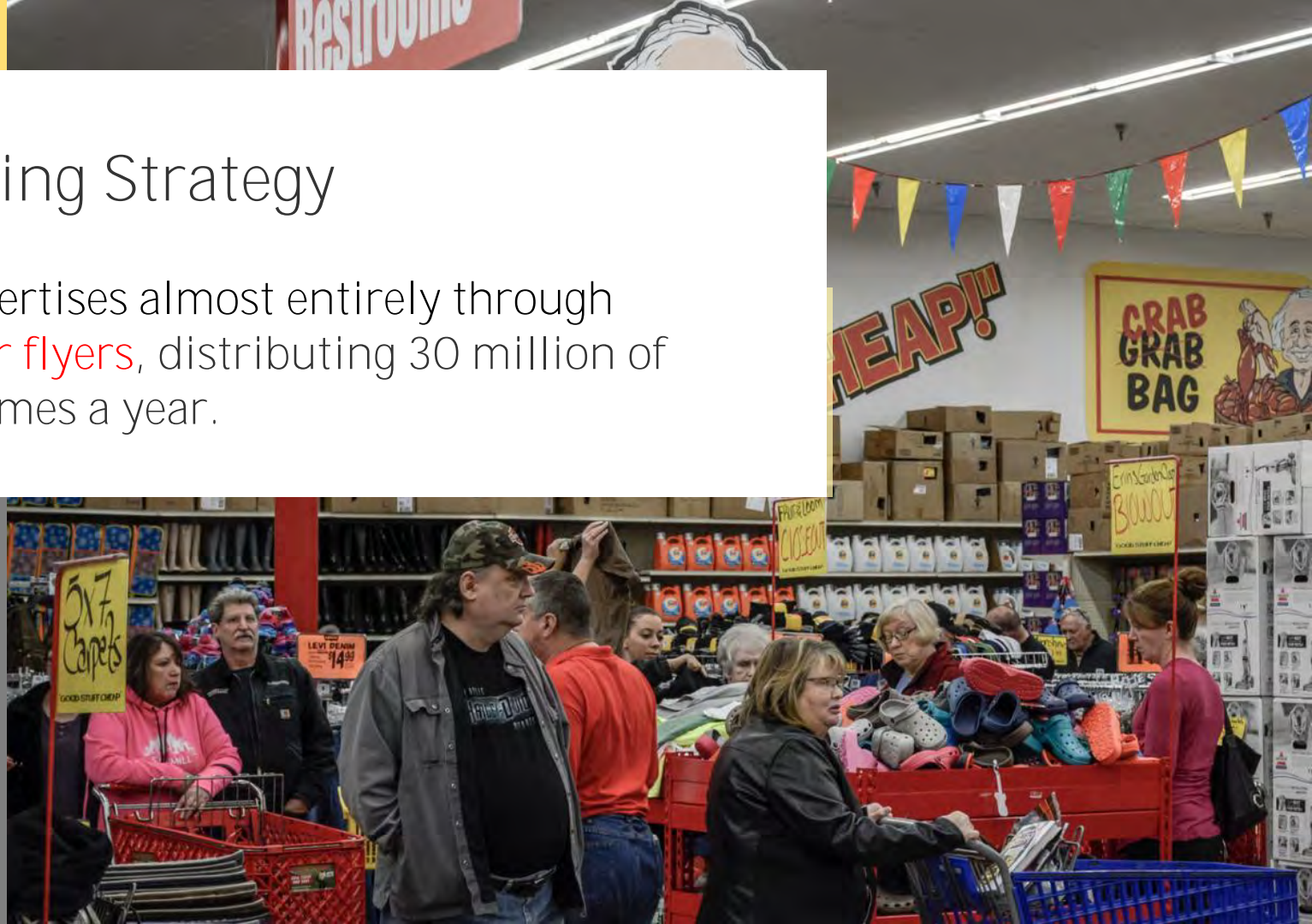


*The Outlandish Story Of Ollie's: A  
\$5 Billion Retail Empire That **Sells**  
**Nothing Online**  
(But Is Beating Amazon)*



# Marketing Strategy

It still advertises almost entirely through **newspaper flyers**, distributing 30 million of them 21 times a year.





Ollie's Target customer  
Lower-middle class or poorer

‘Everyone loves a bargain,





## OLLIE'S AND THE OTHERS

While Ollie's Bargain Outlet doesn't produce the most sales per square foot, it is enviably profitable, and investors can't get enough.



### OLLIE'S BARGAIN OUTLET

STORES

**312**

REVENUE

**\$1.1 BILLION**

EST. SALES PER SQUARE FOOT

**\$130**

GROSS MARGIN

**39.2%**

STOCK PERFORMANCE\*

**399.3%**

\* STOCK PERFORMANCE FOR ALL  
COMPANIES FROM DATE OF OLLIE'S IPO.



### WALMART

STORES

**11,348**

REVENUE

**\$500 BILLION**

EST. SALES PER SQUARE FOOT

**\$430**

GROSS MARGIN

**25.3%**

STOCK PERFORMANCE

**33.9%**



### AMAZON

STORES

**NOT APPLICABLE\***

REVENUE

**\$178 BILLION**

EST. SALES PER SQUARE FOOT

**N/A**

GROSS MARGIN

**37.1%**

STOCK PERFORMANCE

**289.7%**

\* NOT COUNTING AMAZON'S  
EXPERIMENTAL RETAIL STORES NOR ITS  
WHOLE FOODS LOCATIONS.



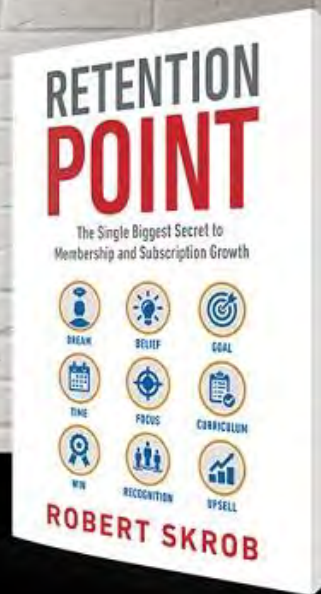
5. What is the single biggest secret of  
GROWTH?

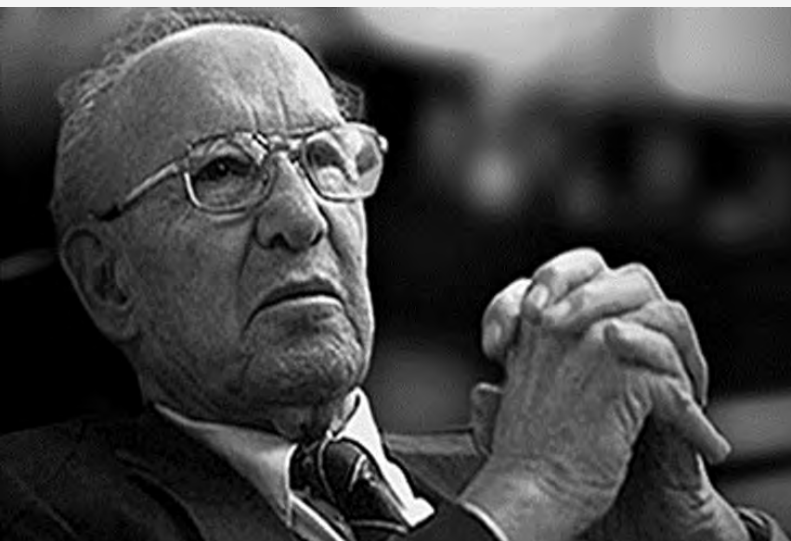


**#4 Retention Point™ Accelerator**

**Your relationship  
begins AFTER you  
make the sale.**

Get this book – Grow recurring revenue  
**[www.RetentionPointBook.com](http://www.RetentionPointBook.com)**





**THE PURPOSE OF A  
BUSINESS IS TO CREATE AND  
KEEP A CUSTOMER**

- Peter Drucker



Thank You.