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...

Source: Singapore Global Segmentation Study 2017, Xero

Source: Singapore Global Segmentation Study 2018, Xero
...84% of SMEs experience delayed payments
64% of SMEs want to improve efficiency in their business.
55% of small business in experienced zero or negative growth
50% of Traditional small businesses will be disrupted by 2025
Disruption is always dangerous, but digital disruptions are happening faster than ever.

Majority of incumbents do not respond and ultimately fail.

Incumbents’ business models are threatened.

Bold movers (attackers and agile incumbents) survive and rise.

A few incumbents partially transform and/or find niche markets.

8% of companies believe their business model will remain economically viable through digitization.
Re-thinking
Strategy 5.0
Unleash a new value
1. WHAT IS YOUR BIG DREAM?
“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.”

NELSON MANDELA
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

High ★★★★★ 5-star hotel

Low ★ 1-star hotel

Dining Aesthetics Lounge Room Size Available reception Furnishing Bed quality Hygiene Quite room Price
53% of customers buy based on their buying experience

- 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?
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,'
<table>
<thead>
<tr>
<th>Store Type</th>
<th>Stores</th>
<th>Revenues</th>
<th>Sales per Square Foot</th>
<th>Gross Margin</th>
<th>Stock Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ollie’s Bargain Outlet</strong></td>
<td>312</td>
<td>$1.1 Billion</td>
<td>$130</td>
<td>39.2%</td>
<td>399.3%*</td>
</tr>
<tr>
<td><strong>Walmart</strong></td>
<td>11,348</td>
<td>$500 Billion</td>
<td>$430</td>
<td>25.3%</td>
<td>33.9%</td>
</tr>
<tr>
<td><strong>Amazon</strong></td>
<td>Not Applicable*</td>
<td>$178 Billion</td>
<td>N/A</td>
<td>37.1%</td>
<td>289.7%</td>
</tr>
</tbody>
</table>

* Stock performance for all companies from date of Ollie’s IPO.
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
THE PURPOSE OF A BUSINESS IS TO CREATE AND KEEP A CUSTOMER

- Peter Drucker
Thank You.