

PARKSON OPENS IN ZIGONG, CHINA



Senior Managers Meeting - Retail and Property Divisions

- ▶ Senior Managers Meeting - Retail & Property
- ▶ Hi-Rev Technical Conference 2011
- ▶ D' Venice Residence Phase 1A Completed
- ▶ CNY Calligraphy Charity Sale

NEW AND FASHIONABLE SHOPPING EXPERIENCE AT ZIGONG PARKSON



SENIOR MANAGERS MEETING - RETAIL AND PROPERTY DIVISIONS



- Opening remarks by Tan Sri William Cheng included the Group's steel operations and expansion plans.
- Ucaptama oleh Tan Sri William Cheng merangkumi operasi besi dan keluli serta rancangan perkembangan Kumpulan.



Retail Division

Property Division

- Senior managers from Retail and Property Divisions sharing their business plans at the meeting.
- Pengurus kanan Bahagian Hartanah dan Peruncitan berkongsi rancangan perniagaan masing-masing dalam mesyuarat berkenaan.

Zigong Parkson was officially opened on 24 January 2011 with 23,624m² retail space over four floors. Located in Phase 3, Xinmei, Huixing Road, Zigong Parkson offers a new and fashionable shopping experience with the introduction of local and international fashion brands.

Sited in the middle of Meeting Road, Zigong Parkson is a very accessible and convenient place to shop with 28 city bus-lines connecting the business

center, hotels and large supermarkets, and only 400m away from Zigong coach station. It will add to the increasing popularity of Zigong in the southern region, which will improve the quality of life of the people and enhance the attractiveness as well as image of the city.

Zigong City is situated in the southern part of Sichuan Province with the Fuxi River flowing through it, alongside Leshan City in the east and Yinbin City

in the south. Zigong is also known as "Salt City" for its well-known 1,900 years of salt manufacturing history; "Dinosaur Town" for its large deposits of dinosaur fossils found from over 40 sites around the city over a period of time, and "Lantern Town in the South Kingdom" as Zigong is the originator of the Chinese Lantern Festival. The city has a 3.26 million population of which the urban residents number 1.5 million.

PENGALAMAN MEMBELI BELAH TERKINI DI PARKSON ZIGONG

Parkson Zigong telah dibuka dengan rasminya pada 24 Januari 2011 dengan empat tingkat ruang niaga, keseluruhannya seluas 23,624m². Terletak di Phase 3, Xinmei, Huixing Road; Parkson Zigong menawarkan pengalaman terkini membeli-belah melalui fesyen antarabangsa serta tempatan yang diperkenalkan.

Berpusat di jalan perhubungan utama, Parkson Zigong amat mudah di kunjungi dan selesa untuk membeli belah dengan adanya 28 jaringan bas yang

menghubungkan pusat perniagaan, hotel dan gedung beli belah yang besar, serta terletak hanya 400m dari stesyen keretapi Zigong. Keadaan ini banyak menyumbang kepada populariti Zigong di kawasan selatan, dan secara tidak langsung meningkatkan kualiti hidup masyarakat serta meningkatkan daya tarikan serta imej bandar berkenaan.

Bandar Zigong terletak di bahagian selatan Wilayah Sichuan dengan Sungai Fuxi mengalir merentasinya, serta bersebelahan dengan Bandar Leshan di

timur dan Bandar Yinbin di selatan. Zigong juga dikenali sebagai "Salt City" berikutan sejarah industri garamnya sejak 1,900 tahun lalu; 'Bandar Dinazor' berikutan penemuan fosil dinasor di lebih 40 buah kawasan sekitar bandar berkenaan serta "Lantern Town in the South Kingdom" oleh kerana Zigong adalah merupakan bandar asal yang menzahirkan Festival Tanglung Cina. Bandar berkenaan mempunyai 3.26 juta penduduk dengan 1.5 juta darinya tinggal di pusat bandar.

时尚购物新体验尽在自贡百盛

中国第48间百盛分店，自贡百盛在2011年1月24日正式开幕。自贡百盛是四川省的第四间百盛分店，共有四楼，建筑经营面积为23,624平方米。它位于汇兴路第三段。自贡百盛将引入国内外时尚品牌，并给予顾客全新和时尚的购物体验。

位于汇兴路中段的自贡百盛，交通非常便利，有28条城市公交线路连接至商贸中心，酒店及大型超市。此外，它距离自贡市长途汽车站仅400米。这将奠定自贡在川南地区的优势，提高群众的生活品质、提升吸引力和城市的形象。

自贡市位于四川省南部，釜溪河穿流其中，西邻乐山市，南接宜宾市。自贡有‘千年盐都’之称，它拥有1,900年的盐生产历史。自贡也被称为‘恐龙之乡’，城市里曾被发现拥有超过40多个地区，存放着大量的恐龙化石。此外，自贡享有“南国灯城”的美誉，皆因它是中国彩灯节的发源地。这城市有326万人口，而市区常驻人口则有150万。

SENIOR MANAGERS MEETING - RETAIL AND PROPERTY DIVISIONS

About 100 senior managers from the Retail and Property Divisions in the Group attended the Senior Managers Meeting at the Group Head Office on 31 January to review the divisions' performance and targets covering Malaysia, China and Vietnam in the new financial year. Group Chairman and CEO, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng;

Group Directors, Mr CS Tang and Mr Alfred Cheng were present at the meeting. In his remarks, Tan Sri William Cheng urged everyone to be focused and to instill a sense of urgency given the challenging operating environment. He also urged all the divisions and HQ functions to assist and support each other to derive group synergies and benefits.

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EDITORIAL

Editorial Advisor Tan Sri Albert Cheng

Editor Quah Le Ching

Editorial Committee Peter Lee, Yap Chan Mei,

Daing Zarina & Ian Bo

PUBLISHER

The Lion Group

Level 11-15, Office Tower

No.1 Jalan Nagasari (off Jalan Raja Chulan)

50200 Kuala Lumpur

Tel: 03-21420155 Fax: 03-21428409

Email: webmaster@lion.com.my

Homepage: <http://www.lion.com.my>

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EDITOR'S MESSAGE

The Group held a Senior Managers Meeting for the Retail and Property divisions covering the operations in Malaysia, China and Vietnam. The two divisions' management reviewed their performance and discussed strategies and action plans to achieve the targets of increasing revenue and productivity, reducing costs and growing market share. Our Group Chairman and CEO, Tan Sri William Cheng highlighted various successful companies in the retail and property development sectors and the need to study and emulate their success stories. He stressed on the urgency of making up for the years of slow and even negative growth due to the financial crises in the last decade and urged everyone to be more focused and attentive to details.

In the first of a series of talks on "Entrepreneurial Experience Sharing" by entrepreneurs from different sectors organized by Universiti Tunku Abdul Rahman (UTAR), Tan Sri William shared his experience in his business ventures with the students at UTAR Kampar campus recently. He advised the students to determine their objectives and ambition in life and said, "If you are interested in a certain sector or industry, you should aim to join the best or one of the leading companies in the industry. You have to observe, enquire and learn how to run the company and the business." He also advised them not to be so concerned about salary but to concentrate on learning from the company so that they can run their own business later on. He emphasized that they must gather as much information of the industry they are in, from books, magazines and the internet so that they would know how to handle the costing, marketing, design, materials and quality control aspects of the business they intend to set up.

Besides acquiring an education, it is also important that our youths learn the soft skills necessary for them to cope and excel in the competitive world upon finishing their studies. Sharpening their communication and interpersonal skills will help them to interact and get along with others which will enhance their personal and social lives as well as their career. Having a mentor or learning from the experience of seasoned practitioners is an invaluable opportunity for us to acquire the finer points and shorten the learning process. The mentor is generous with his knowledge and the student is eager to absorb whatever he can, encouraging the sharing of knowledge which will be passed on, with the cycle repeated.

UTUSAN PENGARANG

Kumpulan Lion telah mengadakan Mesyuarat Pengurus Kanan bahagian Peruncitan dan Hartanah merangkumi operasinya di Malaysia, China dan Vietnam. Kedua-dua pengurusan berkenaan telah membentangkan prestasi serta membincangkan strategi dan rangka tindakan bagi mencapai sasaran untuk meningkatkan keuntungan dan produktiviti, mengurangkan kos serta melebarkan perkongsian pasaran. Pengerusi dan CEO Kumpulan, Tan Sri William Cheng menyorot kejayaan beberapa syarikat dalam pembangunan peruncitan dan hartanah serta keperluan untuk mengenalpasti dan menerima pakai kejayaan mereka. Beliau turut menekankan kepentingan untuk terus menjana dalam tahun-tahun yang lembab serta berkembang negatif berikutan krisis kewangan dalam beberapa dekad yang lalu dan menggesa semua agar lebih fokus dan terperinci.

Dalam siri pertama "Perkongsian Pengalaman Usahawan" oleh usahawan dari pelbagai sektor yang dianjurkan oleh Universiti Tunku Abdul Rahman (UTAR), Tan Sri William berkongsi pengalaman peribadi dalam menjalankan perniagaan kepada para pelajar UTAR di kampus Kampar baru-baru ini. Beliau menasihati pelajar agar menentukan objektif dan cita-cita mereka dan berkata "Jika anda berminat dalam sektor tertentu, anda seharusnya memilih untuk bersama dengan syarikat yang terbaik atau salah satu syarikat terulung dalam industri. Anda harus memerhati, mendapatkan, serta belajar bagaimana untuk menguruskan syarikat dan perniagaan." Beliau juga menasihati pelajar agar tidak terlalu memikirkan tentang gaji tetapi haruslah memberikan konsentrasi dalam mempelajari sesuatu dari syarikat, agar mereka boleh menguruskan syarikat sendiri pada masa hadapan. Beliau turut menekankan agar pelajar mendapatkan sebanyak mungkin pengetahuan dalam industri yang dipilih samada dari buku, majalah mahupun laman sesawang agar mereka tahu bagaimana untuk menguruskan kos, pemasaran, rekabentuk, bahan dan aspek pengendalian kualiti bagi bidang perniagaan yang ingin mereka ceburi.

Selain dari memiliki pendidikan, adalah penting juga bagi generasi muda mempelajari kemahiran insaniah bagi membolehkan mereka mengendalikan dan berjaya dalam dunia yang mencabar sebaik sahaja tamat pendidikan. Menajamkan kemahiran komunikasi serta perhubungan akan memudahkan mereka berinteraksi dan bergaul dengan orang lain dalam meningkatkan kehidupan peribadi dan sosial serta kerjaya mereka. Memiliki mentor atau belajar dari pengamal yang berpengalaman merupakan kesempatan berharga bagi kita untuk mendapatkan titik penting dan memendekkan proses pembelajaran. Pihak mentor yang bermurah hati dengan pengetahuan dan pelajar yang ingin menyerap sebanyak mungkin, mendorong perkongsian pengetahuan, mengalakkan perkongsian pengetahuan yang akan disampaikan dalam satu kitaran, berulang.

WELCOMING THE YEAR OF THE *RABBIT*

The colourful lion dance was staged at both Wisma Lion in Banting and Wisma Amsteel in Klang during the Chinese New Year celebrations. The lion dance troupes at both places put up entertaining performances comprising both acrobatic and traditional elements, before entering the offices to usher in good fortune.



► Wisma Lion, Banting.



► Wisma Amsteel, Klang.

At Antara Steel Mills, employees gathered with Executive Director, Mr Eric Cheng and General Manager, Encik Rahmat Ibrahim to welcome and accompany the lion dance troupe to the main office. The 'lions' presented Mr Eric Cheng with a platter of fruits symbolising good fortune and visited the office and steel plant to bring good luck.



► Antara, Pasir Gudang.



On 22 February, Amsteel Banting staff gathered to celebrate the Year of the Rabbit with an interesting performance of "Gong Xi Gong Xi" by Malay, Chinese and Indian staff in three different languages; and songs by Amsteel Director, Ir Dr Loh Fook Guan and General Manager, Mr Pong Chung Kuan. A few games 'Siapa Cepat Dia Dapat', Ping Pong in Basket, 'Pusing Pusing Susun Tin'; Calligraphy Competition and lucky draws enlivened the celebrations. Staff were served Yee Sang and a buffet for lunch.



► Amsteel, Banting.

FOOTBALL OPEN TOURNAMENT



► Champion/Juara - Megasteel A, 1st Runner-up/Kedua - DRI B & 2nd Runner-up/Ketiga - Amsteel Banting BIG-Z.

The Amsteel Banting Football Open Tournament was held on 20 February at Banting College MARA. Of the 15 participating

teams, Megasteel A emerged champion while 1st runner up and 2nd runner up placings went to DRI B and Amsteel Banting BIG-Z

respectively. The sportsmanship, enthusiasm and teamwork shown by all during the tournament led to a successful event.

AMSTEEL MILLS KLANG NEW YEAR RESOLUTION FOR 2011



- Ir Dr Loh Fook Guan, Director - Works (left) delivering the keynote address and company's resolution with Mr Chen Kwong Fatt, General Manager beside him.
- Ir Dr Loh Fook Guan, Director - Works (kiri) menyampaikan ucapan serta resolusi syarikat dengan Encik Chen Kwong Fatt, Pengurus Besar.



- Heads of department sharing their new year resolutions with the staff.
- Ketua-ketua Jabatan berkongsi resolusi tahun baru bersama kakitangan.

Amsteel Mills Klang held a 2011 New Year Resolution attended by all staff of supervisory level and above. Ir Dr Loh Fook Guan, Director - Works delivered the keynote address and the company's resolution while Heads of Department gave a brief summary of their plans for the new year.

VISIT TO GOOD SAMARITAN HOME IN KLANG



- Amsteel's Isaac Fua (right) with 7-year-old Isaac Pua from the Home.
- Isaac Fua (kanan) dari Amsteel bersama Isaac Pua berusia 7 tahun dari Rumah berkenaan.

On 31 January, Amsteel Klang staff made a trip to Good Samaritan Home (GSH) in Klang to donate food, electrical items and other necessities. Founded in 1999 by Albert Ong and his wife, the Home cares for orphans and children from broken homes and homes with single parents. GSH has 36 children with ages ranging from 2 ½ years to 21 years. The donation was made possible by the generous contributions from the staff of Amsteel Klang.

INTER-DEPARTMENT FOOTBALL COMPETITION



- Champion/Juara - Material Control Department.



- 1st Runner-up /Kedua - Rolling Mill 1.



- 2nd Runner-up/Ketiga - Security Department.

An Inter-Department Football Competition was held at Padang Putra, Bukit Kapar, Klang on 20 February. A total

of 7 teams from the various departments took part in the competition. Material Control Department emerged champion

while Rolling Mill 1 and Security Department were 1st and 2nd runner up respectively.

ANTARA STEEL MILLS

HOUSEKEEPING ACTIVITY

On 18 February, the Steel Plant organized a housekeeping session for the entire plant. It involved 78 staff including from SHE Department, Store and Technical Services Department. Encik Abd Aziz Ab Bakar, Assistant Manager - Production, briefed on the cleaning zones covering the Steel Plant Main Road, Northern Road, Scrap Bay Area and Water Treatment Plant. Antara had a similar activity last year to emphasise the importance of workplace cleanliness.



FRIENDLY GAMES AT ANTARA



- All together now - club members from Steel Division (in light colour jersey) and Antara (in dark colour jersey).
- Gambar bersama - ahli kelab dari Steel Division (jersi terang) dan Antara (jersi gelap).

On 26 & 27 February, Steel Division Sports & Recreation Club comprising members from Amsteel Banting, Amsteel Klang, Bright Steel, Lion Steelworks, Singa Logistics, Megasteel, Lion DRI, Secomex and Compact Energy made a trip to Pasir Gudang Johor for friendly games with Antara Sports Club members. The opening of the friendly matches featuring bowling, football, netball, badminton and volleyball, was officiated by Encik Rahmat Ibrahim, Antara's General Manager.



- The hard-hitting goal scorers.
- Penjaring goal terbaik.

MAULIDUR RASUL CELEBRATION



- Chairman of BIKA, Encik Hamezid giving his speech.
- Pengerusi BIKA, Encik Hamezid menyampaikan ucapannya.



- Encik Rahmat Ibrahim (right) presenting Encik Othman Misri with a retirement gift.
- Encik Rahmat Ibrahim (kanan) menyerahkan cenderamata persaraan kepada Encik Othman Misri.

Badan Kebajikan Islam Antara (BIKA) celebrates Maulidur Rasul on a joyous note every year. The event started with Maghrib Prayer, Yasin & Tahlil recital, followed by Isyak Prayer and Marhaban led by Encik Hamezid Junid, BIKA Chairman. Ustaz Dr Arieff Salleh Rosman, Head of Islamic Civilization Faculty from Universiti Teknologi Mara delivered a religious talk on Prophet Muhammad.

The night also saw General Manager cum BIKA Advisor, Encik Rahmat Ibrahim presenting appreciation gifts to Encik Othman Misri and Encik Abdullah Rauh who retired after 31 years and 17 years service in Antara respectively.

CRMC FINISHING SECTION FAMILY DAY



- CRMC staff and family members enjoying themselves at Pantai Klang.
- *Kakitangan CRMC saling bergembira di Pantai Klang.*

On 20 January, Megasteel CRMC Finishing Section organised a family day at Pantai Klang, Banting to enhance team spirit and the sense of belonging amongst the staff. The staff and their

family members enjoyed the BBQ and games held. Encik Abdul Hafez Hanani, CRMC Assistant Manager presented certificates to the staff with Zero medical leave and Zero lateness for year 2010, and prizes for the games played.

VISITORS FROM PUTRAJAYA CUSTOMS

Royal Malaysian Customs Department, Putrajaya led by Puan Zaida, Custom's Assistant Officer visited Megasteel on 17 January. They were briefed on Megasteel's operations and market developments by Tuan Hj Sabrudin bin Suren, Senior Manager - QA; Encik Nazri bin Azizan, Marketing Manager; Mr Lee Weng Lan, Senior Manager - Caster & HSM; Mr Sivarajah Ethiraju, Security Assistant Manager and Encik Roseli Dato' Mansur, Human Resource Assistant Manager.



VISIT BY SELANGOR STATE INVESTMENT CENTRE



- SSIC and Megasteel officials interacting at the lunch after the briefing.
- *Pegawai SSIC dan Megasteel berbual semasa jamuan tengahari selepas taklimat.*

On 8 February, Wisma Lion played host to Selangor State Investment Centre (SSIC) led by its Chief Executive Officer, Dato' Mohd Jabar bin Ahmad Kembali as part of SSIC's visits to companies in Kuala Langat District. The officials were welcomed and briefed

by Tuan Hj Sabrudin bin Suren, Senior Manager - QA; Encik Nazri bin Azizan, Marketing Manager; Mr Lee Weng Lan, Senior Manager - Caster & HSM; and Mr Pong Chung Kuan, General Manager - Works of Amsteel Banting.

CA SIGNING BETWEEN BRIGHT STEEL AND MIEU



► From left to right/Dari kiri ke kanan: Ms Hong Ai Peng, Ms Kwa Seok Leng, Mr M. Selvaraju, Mr Shinichi Kono, Mr Leslie Soo, Mr Suresh Menon, Mr G Rajasekaran, Tuan Haji Jufri, Encik Abd Razak Hussain, Encik Abdullah Abu Bakar and Mr Seharan a/l Perumal.

Bright Steel Group recently signed its 2010 Collective Agreement (CA) with the Metal Industry Employees Union (MIEU). Bright Steel was represented by Mr Suresh Menon, Director – Group Human Resource; Mr Leslie Soo, General Manager; Mr Shinichi Kono, Deputy General Manager; Mr M. Selvaraju, Senior Manager - IR; Ms Kwa Seok Leng, Senior Manager - Human Resource and Ms Hong Ai Peng, Senior Manager - Accounts. MIEU was represented by Mr G Rajasekaran, Executive Secretary General; Tuan Haji Jufri, Industrial Relations Officer; Encik Abd Razak Hussain, Chairman - Works Committee; Encik Abdullah Abu Bakar, Vice Chairman - Works Committee and Mr Seharan a/l Perumal, Secretary - Works Committee.

SPORTS PRIZE-GIVING CEREMONY



► Amsteel Banting Sports Club 2011 Committee.
► Ahli Jawatankuasa Kelab Sukan Amsteel Banting 2011.

Amsteel Banting Sports Club organized a Prize - Giving Ceremony on 18 January to give away prizes for the Futsal, Badminton, Sepak Takraw, Carrom, Dart, Volley Ball competitions. Year 2010 Sportsman and Sportswoman awards went to Encik Khairul Akmal bin



► Amsteel Banting's Sportsman and Sportswoman receiving their awards from Ir Dr Loh Fook Guan.
► Olahragawan dan Olahragawati Amsteel Banting menerima anugerah dari Ir Dr Loh Fook Guan.

Sanuan from SMP Production and Cik Afdzayanti binti Adam of Purchasing Department respectively. Prizes were presented by Amsteel Director, Ir Dr Loh Fook Guan and General Manager, Mr Pong Chung Kuan.

D' VENICE RESIDENCE PHASE 1A COMPLETED

Changshu Lion has completed the Athens Precinct which is Phase 1A of D' Venice Residence Project, two months ahead of the SPA Completion Date of 30 March 2011. On 21 January 2011, Changshu Lion started handing over the units to purchasers who were pleased with the early completion and workmanship quality. Athens Precinct comprises 252 units of 6-storey walk-up apartments which were fully sold within 4 months of the launching and has a total sales revenue of RMB91 million.



► Phase 1A purchasers taking possession of their units at the Property Management Office (left photo) and front view of the completed Athens Precinct.
► Para pembeli Fasa 1A mengambil unit yang dimiliki dari Pejabat Urusan Hartanah (gambar kiri) dan pandangan hadapan Athens Precinct yang telah siap.

HI-REV TECHNICAL CONFERENCE

On 26 and 27 February, Posim Petroleum Marketing (PPM) organized the HI-REV Automotive Technical Conference 2011 at Summit USJ. The conference marked PPM's 4th training seminar, following two automotive seminars on European and Japanese cars and an Industrial Lubrication seminar held earlier. Participants were exposed to the intrinsic and finer car technologies and motoring troubleshooting tips, insightful maintenance and repair recommendations by Mr Chang Ying Jie (right), an automotive specialist from Taiwan with years of experience, hands-on work and extensive lecturing and training engagements throughout the region.



- Posim Executive Director, Mr Ngan Yow Chong (right) and PPM General Manager, Mr David Teo (left) at the opening of the seminar which saw a large turnout.
- Pengarah Eksekutif Posim, Encik Ngan Yow Chong (kanan) dan Pengurus Besar PPM, Encik David Teo (kiri) semasa pembukaan seminar yang menyaksikan penyertaan memberangsangkan.

CNY DINNERS 2011

Hi-Rev's Chinese New Year Dinners for customers kicked off on 9 January in Kulai, Johor, followed by other regional dinners held at Alor Setar, Penang, Bukit Mertajam, Kuantan, Ipoh, Kuala Lumpur and Melaka. Hi-Rev paid tribute to more than 5,000 customers, including their family members, and staff for their staunch support and commitment to Posim and the Hi-Rev brand.



- (Left photo, from left): PPM Sales Manager, Mr Kenneth Er; Executive Director, Mr Ngan Yow Chong (2nd from right) and General Manager, Mr David Teo (right) in the presentation of awards and lucky draw prizes (right photo) to the dealers.
- (Gambar kiri, dari kiri): Pengurus Jualan PPM, Encik Kenneth Er; Pengarah Eksekutif, Encik Ngan Yow Chong (2 dari kanan) dan Pengurus Besar PPM, Encik David Teo (kanan) semasa menyampaikan anugerah dan hadiah cabutan bertuah (gambar kanan) kepada wakil jualan.

BLOOD DONATION CAMPAIGN

On 18 February, Posim Sports Club organised a blood donation campaign to instill the caring spirit and to help replenish the blood bank. It was a fun time, buzzing with excitement and some worried faces with members taking turns on the patients' beds and having the hypodermic needles pricked into their arms by nurses of Pusat Perubatan Universiti Malaya for a good cause. The donors were later treated to special Kampung Rice and drinks sponsored by the Sports Club.



UTAR's ENTREPRENEURIAL EXPERIENCE SHARING



- Tan Sri William Cheng speaking to the students in UTAR about his business experience.
- *Tan Sri William Cheng bercakap mengenai pengalaman perniagaannya kepada para pelajar UTAR.*



- Prof Dato' Dr Chuah Hean Teik (centre) accompanied by Dr Lee Sze Wei, presenting a memento to Tan Sri William Cheng.
- *Prof Dato' Dr Chuah Hean Teik (tengah) ditemani oleh Dr Lee Sze Wei menyampaikan cenderahati kepada Tan Sri William Cheng.*

Our Group Chairman and CEO, Tan Sri William Cheng who is also the President of the Associated Chinese Chambers of Commerce & Industry (ACCCIM) was invited by Universiti Tunku Abdul Rahman (UTAR) to give a talk in UTAR Kampar campus on 26 January.

The President and CEO of UTAR, Professor Dato' Dr Chuah Hean Teik; Deputy President, Dr Lee Sze Wei and about 600 students were present at the talk which is the first of a series by UTAR to invite entrepreneurs from different sectors to speak on "Entrepreneurial Experience Sharing".

Tan Sri William advised the students to determine their objectives and ambition in life and reminded them not to be so concerned with salary but to concentrate on learning from the company they work for. He also spoke on the need to be observant and gather as much information as possible from any means as a base to manage their own business in future. He touched on the challenges of doing business and to avoid taking advantage of others nor to seek revenge as it would not help to develop business.

COMMUNITY RELATIONS

CNY CALLIGRAPHY CHARITY SALE



- Clockwise from bottom left photo: The Charity Sale kicked off at Pavilion Kuala Lumpur with (from left) Pavilion CEO-Retail, Ms Joyce Yap; Puan Sri Chelsia Cheng, Mr Kerk Won Hoo and Tan Sri William Cheng, followed by the launch at 1 Utama Shopping Centre, and opening ceremony at Confucian School.
- *Arah jam dari gambar kiri bawah: Jualan bermula di Pavilion Kuala Lumpur bersama (dari kiri) CEO-Retail Pavilion, Cik Joyce Yap; Puan Sri Chelsia Cheng, Encik Kerk Won Hoo dan Tan Sri William Cheng, diikuti majlis pelancaran di 1 Utama Shopping Centre dan majlis pembukaan di Sekolah Confucian.*

Lion-Parkson Foundation (LPF) had organised a Chinese New Year Calligraphy Charity Sale in aid of needy students in four independent schools; Kuen Cheng High School, Confucian Private Secondary School, Chong Hwa Independent High School and Tsun Jin High School, for the second year running.

A series of programs starting with the Calligraphy Roadshow at Pavilion Kuala Lumpur on 8 January, Calligraphy Charity Sale Launching on 14 January at 1 Utama Shopping Centre and Exhibition Opening Ceremony on 21 January at Confucian Private Secondary School had created awareness amongst the public to contribute to the charity drive.

The charity sale at the nine participating Parkson outlets at Pavilion, Sungei Wang, KLCC, The Mall, OUG Plaza, Selayang Mall, Sunway Pyramid, Subang Parade and 1 Utama, featured calligraphy works and Chinese brush-paintings contributed by LPF Chairman, Puan Sri Chelsia Cheng; renowned calligrapher, Mr Kerk Won Hoo and other calligraphy experts, Mr Kerk's students and students from the four schools which were sold at prices ranging from RM20 to RM10,000 a piece.

LET US BE FUEL-SMART

World oil prices in the Middle East have soared due to political developments which have impact on everyone. As individuals, we can do our part to conserve energy (fuel) by being fuel-smart motorists. Listed below are some common tips and advice that we as motorists can put into practice:

Common Motoring Tips and Advice to Save Fuel

1. Slow down, maintain at constant speed and avoid driving at extremely high speeds
2. Check your tyre pressure – at least once a month, in cool condition
3. Accelerate moderately. Think ahead when approaching hills. If you accelerate, do it before you reach the hill, not while you're on it
4. When going downhill, ease your throttle down and work with gravity to build up speed
5. Don't brake hard
6. Set air conditioner to auto if available
7. Turn off air conditioner in early morning and night if weather is cool
8. Keep windows closed at high speed (of course with air-con on)
9. Park at shaded car park if possible to save air-con use
10. Keep the original model, don't upgrade your car with fancy rim or tyre
11. Reduce your car weight by not carrying unnecessary baggage
12. Service vehicle regularly
13. Inspect suspension and chassis parts for occasional misalignment
14. Warming up engine is not necessary and avoid long idles; turn engine off if idling more than 1 minute
15. Manual shift driven cars allow you to change to highest gear as soon as possible, thereby letting you save fuel
16. Avoid rough roads whenever possible, a dirt or gravel road robs you of up to 30% of your fuel mileage
17. Use alternate roads when safer, shorter, and straighter
18. Place gear into neutral position when waiting at traffic light
19. Do whatever possible online, by phone etc such as banking, document delivery, shopping
20. Sometimes it is worth to pay the toll than travelling long distance on toll-free roads
21. Look further to anticipate obstacle – don't tailgate
22. No unnecessary external accessories
23. Monitor your odometer or trip meter
24. Plan ahead by combining your errands into one trip
25. Plan your trips so you go out during less congested times of the day
26. Use cruise control only on flat road
27. Buy fuel during coolest time of day – early morning or late evening is the best
28. Never fill gas tank past the first "click" of fuel nozzle, if nozzle is automatic
29. When filling up, do not squeeze the trigger of the nozzle to the fastest mode. Fill up when your tank is half full

To Consider

30. Do not drive. Take public transport, car-pool (but watch who you car-pool with) or cycle if it's feasible
31. Use credit card with fuel rebate and royalty card to redeem fuel
32. Use NGV
33. Downsize – use a smaller car like CLK - **C**ute **L**ittle **K**ancil
34. Move nearer to your work place

HEAD OFFICE

BOWLING COMPETITION

On 19 February, a group of Head Office staff participated in a friendly Bowling Competition held at Ampang Bowl, Berjaya Times Square. Two hours were given to all 5 teams of 4 players each, to swing to their very best for the two highest point games. The Directorate team represented by Haris Hussin,

Pian Aziz, Mohd Baijuri and Mior Shahidan emerged champion with 1037 pins. 1st runner up was Corporate Communications Department with 747 pins contributed by Ian Bo, Daing Zarina, Penny Tan and Chloe Law while 2nd runner up went to Human Resource Department represented by Wan Nurul Imaniah,

Mohd Khaizal, Sabariah Wong and Rozila Mat Johan with 725 pins.

Ian Bo emerged top player with 308 pins, followed by Bernard Looi of MIS Department with 294 pins and Haris Hussin with 292 pins.



Human Resource Team



Management Information System (MIS) Team



Directorate Team



Corporate Communications Team



Share Registration Team



DANCING WITH PASSION

She is a Barathanatiya exponent; the winner of the Indian Classical Dance for 4 consecutive years, balancing her work and passion in dance with her determination to return after a tragedy, inspiring almost everyone who knows her.

M Shanta Anne, a draughtsperson at Blast Furnace department has served in Megasteel Sdn Bhd in Banting for the past 6 years. Aged 35 years old, she is married to Agilan and blessed with 3 sons.

Relating her passion in Indian classical dancing, Shanta from Penang started learning to dance when she was 3 years old and her family moved to Klang. Only when she turned 9, did she attend the *Bharata Natyam* class; the most ancient dance form out of seven. Through the dance lessons, she learnt about Hindu culture as Indian dance has its roots steeped in Indian mysticism, legends and rituals, depicting achievements of heroes and gods.

Her passion has not only made her appreciate more of Indian culture but has put her on centrestage when she claimed 1st place in Malaysia's Barathanatiya Competition for four consecutive years from 1990. Being involved in classical dancing since childhood, Shanta dreamt of performing the *Arrangetram*, the highest performance of *Barata Natyam*, which is also a graduation performance in front of God, her teachers,

family and friends. This is what many dancers strive and dream to achieve.

In 2001, she started practicing for the *Arrangetram* as this will not only mark her graduation from dance school, but also the beginning of her dance career. 2 weeks before her performance however, she was involved in a car – pedestrian accident which injured her leg and forced her to rest for a long time, as the *Arrangetram* demands focus, physical endurance, strength and determination for the 3-hour performance.

Shanta was once again put to the test when her mother passed away in 2009 followed by her father two months later. Being the youngest of 3 siblings, Shanta was so depressed over her loss. It took the strong family ties to put her back on her feet and continue with dancing which she dedicated to both her late parents.

A week before the *Arrangetram*, Shanta had to sacrifice her leisure time and even time with her family as she had to practice and synchronise with the musicians, local and from India at the *guru's* house right after office hours until midnight to build up her physical stamina, fluency and perfection. After countless hours of practicing, hard work, and dedication, she successfully performed her *Arrangetram* on 12 April 2010.

Shanta is continuing with the *Bharata Natyam* and encourages others to pursue their dreams despite whatever obstacles they may face.

Sharing Info:

There are seven classical dance forms from India: *Bharata Natyam* (the most ancient), *Kathak* (which contains the origins of Spanish flamenco), *Manipuri* (influenced by local folk dances), *Odissi* (sinuous and sensual that had inspired the temple builders), *Kathakali* (potent and masculine: a dance where even the female character is impersonated by a man), *Mohini Attam* (feminine and close to the mysticism of Mother Earth, the female role of the Kathakali) and *Kuchipudhi* (where dancers sometimes perform their dances on top of metal plates balancing a jug full of water on their heads).



► Shanta (2nd from left) with her spouse (middle) and colleagues at another colleague's wedding, and (inset) celebrating 'Ponggal' festival at Megasteel.

► Shanta (2 dari kiri) berserta suami (tengah) dan rakan pejabat semasa menghadiri perkahwinan rakan mereka dan (gambar kecil) merayakan 'Ponggal' di Megasteel.



INFO LINK

CEDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

EFFECTIVE EMPLOYEE ENGAGEMENT

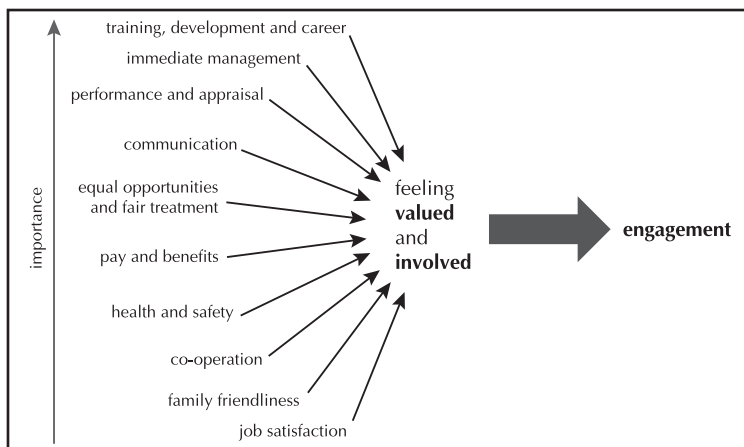
... is defined by the Institute for Employment Studies (IES) as:
'A positive attitude held by the employee towards the organisation and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organisation. The organisation must work to develop and nurture engagement, which requires a two-way relationship between employer and employee.'

Why is employee engagement important?

Research has shown that when employees feel engaged, they feel more positive about their organisation; this can lead to enhanced motivation, performance, job satisfaction and quality of working life.

What factors influence employee engagement?

Research by the Institute of Employment Studies (IES) identifies a number of factors which influence employee engagement:



Source: IES Survey, 2003

The IES concludes that the main driver of engagement is a sense of feeling valued and involved. This has several key components:

- Involvement in decision making
- Freedom to voice ideas, which managers listen to and value
- Feeling enabled to perform well
- Having opportunities to develop the job
- Feeling the organisation is concerned for employees' health and well-being

The research also identifies a number of building blocks which need to be in place if attempts to raise engagement levels are to be successful:

- Good quality line management
- Two-way communication
- Effective internal co-operation

- A development focus
- Commitment to employee well-being
- Clear, accessible HR policies and practices, to which managers at all levels are committed

We recognise that the way senior management and line managers behave towards and communicate with employees, plus the way work is organised and jobs defined, contributes significantly to making work meaningful and engaging.

Thomas Petzinger Jr., the author of *'The New Pioneers: The Men and Women Who are Transforming the Workplace and the Marketplace'*, discusses the pieces of a powerful revolution currently reshaping the face of business. In his company research, he found important and consistent themes relating to vision, employee involvement, control, measurement of work processes, simplicity, communication, fun and energizing environments, excellent work tools and training, and commitment. If you can create these in your organization, you'll retain your committed, motivated employees.

CASE STUDIES

Rowe Furniture Company

"Being good in business calls on being good at being human," Petzinger concludes after studying the turnaround of Rowe Furniture Company. Rowe, which had been a very traditional manufacturing company, identified the need to utilize the brains and talent of its employees. Charlene Pedrolie, its manufacturing chief, truly believed that the people doing the work should design how the work is done.

With the assistance and consultation from a much reduced management team and engineers, workers redesigned their work. They moved from an environment in which each person handled part of a work process to fully cross-trained manufacturing cells producing a whole product. From standing at an assembly position all day long, they created work which allowed some freedom and movement. They eliminated the formerly "deadly dull" jobs. At the same time, the flow of information they received, which allowed them to know exactly how they were performing, increased dramatically.

The new sense of personal control, according to Petzinger, "bred a culture of innovation in every corner of the plant... It reveals the creative power of human interaction. It suggests that efficiency is intrinsic; that people are naturally productive; that when inspired with vision, equipped with the right tools, and guided by information about their performance, people will build on each other's actions to a more efficient result than any single brain could design."

Monarch Marking Systems

At Monarch Marking Systems, Jerry Schlaegel and Steve Schneider had a deep respect for the minds of their workers. When confronted with a workplace in which people had been paid not to think, they instituted a "small set of simple rules" to break that mindset.

They required people to participate on teams that were formed specifically to improve a particular performance numeric. Teams were allowed no more than thirty days to form the team, study a problem or opportunity, and implement a solution. Perhaps a bit heavy-handed to start, the success of over 100 teams has created a new culture within the organization.

Dupont

Manager, Richard Knowles, when leading a manufacturing plant in a more participatory manner, decided to stop setting goals for people, because he always set them too low. He discovered that when people found meaning in their work, he could count on them donating their "discretionary energy."

This is the energy, enthusiasm, and hard work available, beyond the minimum required to keep a job, when people work in conditions that allow them to find meaning at work. This is the energy organizations want to tap to fully utilize employee involvement and employee engagement for organization and personal success.

GENERATING ENGAGEMENT

Recent research has focused on developing a better understanding of how variables such as quality of work relationships and values of the organization interact and their link to important work outcomes. 84% of highly engaged employees believe they can positively impact the quality of their organization's products, compared with only 31 percent of the disengaged. From the perspective of the employee, "outcomes" range from strong commitment to the isolation of oneself from the organization. The study done by the Gallup Management Journal has shown that only 29% of employees are actively engaged in their jobs. Those "engaged" employees work with passion and feel a strong connection to their company. About $\frac{2}{3}$ of the business units scoring above the median on employee engagement also scored above the median on performance. Moreover, 54% of employees are not engaged meaning that they go through each workday putting time but no passion into their work. Only about $\frac{1}{3}$ of companies below the median on employee engagement scored above the median on performance.

Access to a reliable model enables organizations to conduct validation studies to establish the relationship of employee engagement to productivity/performance and other measures linked to effectiveness.

It is an important principle of industrial and organizational psychology (i.e. the application of psychological theories, research methods, and intervention strategies involving workplace issues) that validation studies should be anchored in reliable scales (i.e. organized and related groups of items) and not simply focus on individual elements in isolation. To understand how high levels of employee engagement affect organizational performance/productivity it is important to have an a priori model that demonstrates how the scales interact. There is also overlap between this concept and those relating to well-being at work and the psychological contract.

As employee productivity is clearly connected with employee

engagement, creating an environment that encourages employee engagement is considered to be essential in the effective management of human capital.

Below are some of the influences of that environment:

a. Employer engagement - A company's "commitment to improving the partnership between employees and Employer." Employers can stay engaged with their employees by actively seeking to understand and act on behalf of the expectations and preferences of their employees.

b. Employee perceptions of job importance - According to a 2006 study by Gerard Seijts and Dan Crim, "...an employee's attitude toward the job ('s importance) and the company had the greatest impact on loyalty and customer service then all other employee factors combined."

c. Employee clarity of job expectations - "If expectations are not clear and basic materials and equipment not provided, negative emotions such as boredom or resentment may result, and the employee may then become focused on surviving more than thinking about how he can help the organization succeed."

d. Career advancement/improvement opportunities - "Plant supervisors and managers indicated that many plant improvements were being made outside the suggestion system, where employees initiated changes in order to reap the bonuses generated by the subsequent cost savings."

e. Regular feedback and dialogue with superiors - "Feedback is the key to giving employees a sense of where they're going, but many organizations are remarkably bad at giving it." "What I really wanted to hear was Thanks. You did a good job. But all my boss did was hand me a check."

f. Quality of working relationships with peers, superiors, and subordinates - "...if employees' relationship with their managers is fractured, then no amount of perks will persuade the employees to perform at top levels. Employee engagement is a direct reflection of how employees feel about their relationship with the boss."

g. Perceptions of the ethos and values of the organization - "'Inspiration and values' is the most important of the six drivers in our Engaged Performance model. Inspirational leadership is the ultimate perk. In its absence, (it) is unlikely to engage employees."

h. Effective Internal Employee Communications - which convey a clear description of "what's going on". "If you accept that employees want to be involved in what they are doing then this trend is clear (from small businesses to large global organisations). The effect of poor internal communications is seen as its most destructive in global organisations which suffer from employee annexation - where the head office in one country is buoyant (since they are closest to the action, know what is going on, and are heavily engaged) but its annexes (who are furthest away from the action and know little about what is happening) are disengaged. In the worst case, employee annexation can be very destructive when the head office attributes the annex's low engagement to its poor performance... when its poor performance is really due to its poor communications."

i. Reward to engage - Look at employee benefits and acknowledge the role of incentives. "An incentive to reward good work is a tried and test way of boosting staff morale and enhancing engagement." There are a range of tactics you

can employ to ensure your incentive scheme hits the mark with your workforce such as: Setting realistic targets, selecting the right rewards for your incentive programme, communicating the scheme effectively and frequently, have lots of winners and reward all achievers, encouraging sustained effort, present awards publicly and evaluate the incentive scheme regularly.

An incentive program will not compensate for lack of training, a poor product, or inadequate marketing. However, as a part of an integrated business/people strategy, well-executed incentive programs motivate and engage people at all levels of the organization. The bottom-line is the organizations that successfully motivate their workforce to achieve specific goals will realize the greatest financial gains over time.

Employee engagement resources

- UK Government Report on Engagement: David MacLeod 2010: Engaging for Success: enhancing performance through employee engagement
- Chartered Institute of Personnel and Development: CIPD factsheet on employee engagement
- Everyone a Middleman, Thomas Petzinger, Jr.
- The New Pioneers: The Men and Women Who are Transforming the Workplace and the Marketplace, Thomas Petzinger, Jr. A compilation of success stories.

MANAGE REWARD WELL

Business, employee and reward are elements that are interrelated and complementary. For a business that is successful, it requires a dedicated employee. To get dedicated employees, they need motivation and encouragement. Rewards are powerful tools of motivation and performance improvement in employees. Rewards can be two types which are monetary and non-monetary. Monetary reward is tangible and usually direct cost associated to them such as cash bonuses, allowances, gift and etc. Non-monetary is less tangible but it's still quite effective and may include informal and formal acknowledgement of an employee and his work, more enjoyable job assignments, different training opportunities etc.

The primary goal of rewards as defined by Jack Zigon is "something that increases the frequency of an employee action" (1998). Allen and Helms say that, "rewards systems should be closely aligned to organizational strategies, to achieve desired goals" (2002). Keller suggests that "people are motivated to higher levels of job performance by positive recognition from their managers and peers". Monetary and non-monetary reward are equally important to reward employees. It is because not everyone can be motivated with financial reward. Some of them see non-monetary rewards such as being thanked at a department function, having lunch with the head or getting an extra day off as a creative idea for motivation.

There are a number of advantages of employee rewards for both employee and employer:

Employee advantages

- Peace of mind
- Better productivity because of the intention of reward
- Pride in company and work
- Employees enjoy work more because of appreciation

Employer advantages

- Employee rewards help to retain qualified and trained employees
- Eases companies' financial burden
- Improves productivity and efficiency

The incentive theory of Motivation

Any rewards intangible or tangible is presented after an action occurs (behaviour) with the intent to cause the action again. If the reward is received by the person doing the action immediately then the effect would be greater as opposed to receiving it later when the effect might not be as pronounced. If the action-reward combination is repeated several times then the action becomes a habit and the reward does not associate a positive outcome of motivation. To apply proper motivation techniques is much harder than it seems on paper. According to Steven Kerr, "when creating a reward system, it can be easy to reward B, while hoping for C and in the process of it all, harvest harmful effects that may jeopardize future objectives and goals."

How important is money?

In every sector, each person works with the intention of earning money. Peter Drucker suggests that "there is not one shred of evidence for the alleged turning away from material rewards. Anti-materialism is a myth, no matter how much it is extolled. In fact, they are taken so much for granted that their denial may act as a de-motivator. Economic incentives are becoming rights rather than rewards". It is not just in the business world that employee rewards exist, but also in other sectors such as sports etc. Strikes for better salaries and rewards still occur regularly at some place whether in the service or manufacturing sector. Everyone is looking for better rewards and opportunities. Employees are fighting to achieve all this despite the psychologist's claims that security is the prime need of any person. Keller said "Self-motivation can go only so far and it needs to be constantly reinforced by rewards. In particular, merit must be measured and rewarded regularly, if it is to be encouraged and sustained".

Overnight Camp for 1st Intake of Mechatronic Students, 7-8 January 2011



"Hai, potong ikan dengan gunting??!!"



"Learning at the beach... that's one way to do it"

KEEPING
YOU
IN
VIEW

Developing Competency Framework & Module Plan for Emery Oleochemicals Sdn Bhd, 18 January 2011



"It's actually very easy, just follow the steps..."



"Stretch, stretch, stretch to the right..."

Meet The Lion Cycle & KRA Writing, 15-16 February 2011



Glowing with knowledge

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Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 29/4/2011.



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There are no winners for last issue's caption-writing contest.



Name: (Mr / Ms): Tel. No.:

Company / Dept (please state full address):

CHINESE NEW YEAR DINNERS



Our Group Chairman and CEO, Tan Sri William Cheng hosted Chinese New Year dinners for Cabinet members, corporate figures, business associates and members of the Chinese Chambers at our Head Office on 22 and 23 February. In his welcoming speech, Tan Sri William thanked everyone for their support and cooperation, and looked forward to the continuing good relations. He wished everyone a happy new year and better business prospects in view of the increase in foreign and domestic investments.

EastPark72

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