

# COMPANY PROFILE



## Hospitality Consultant

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HOTELIER &  
HOSPITALITY DESIGN



A Y S  
ASSOCIATE CONSULTANT

## INTRODUCTION

**AYS Associate Consultant (Malaysia)** is project management and consulting company that offer the service of consultation on improving and enhancing the quality system of a company. We provide an extensive range of coaching, training and consultation services based on national (Malaysia Standard MS) and international standards.

Established with Registration No SA0422122-U, we are committed to offer the best service to all our customers. Our aim is to provide total coaching and solution for quality system implementation and training services.

## VISION

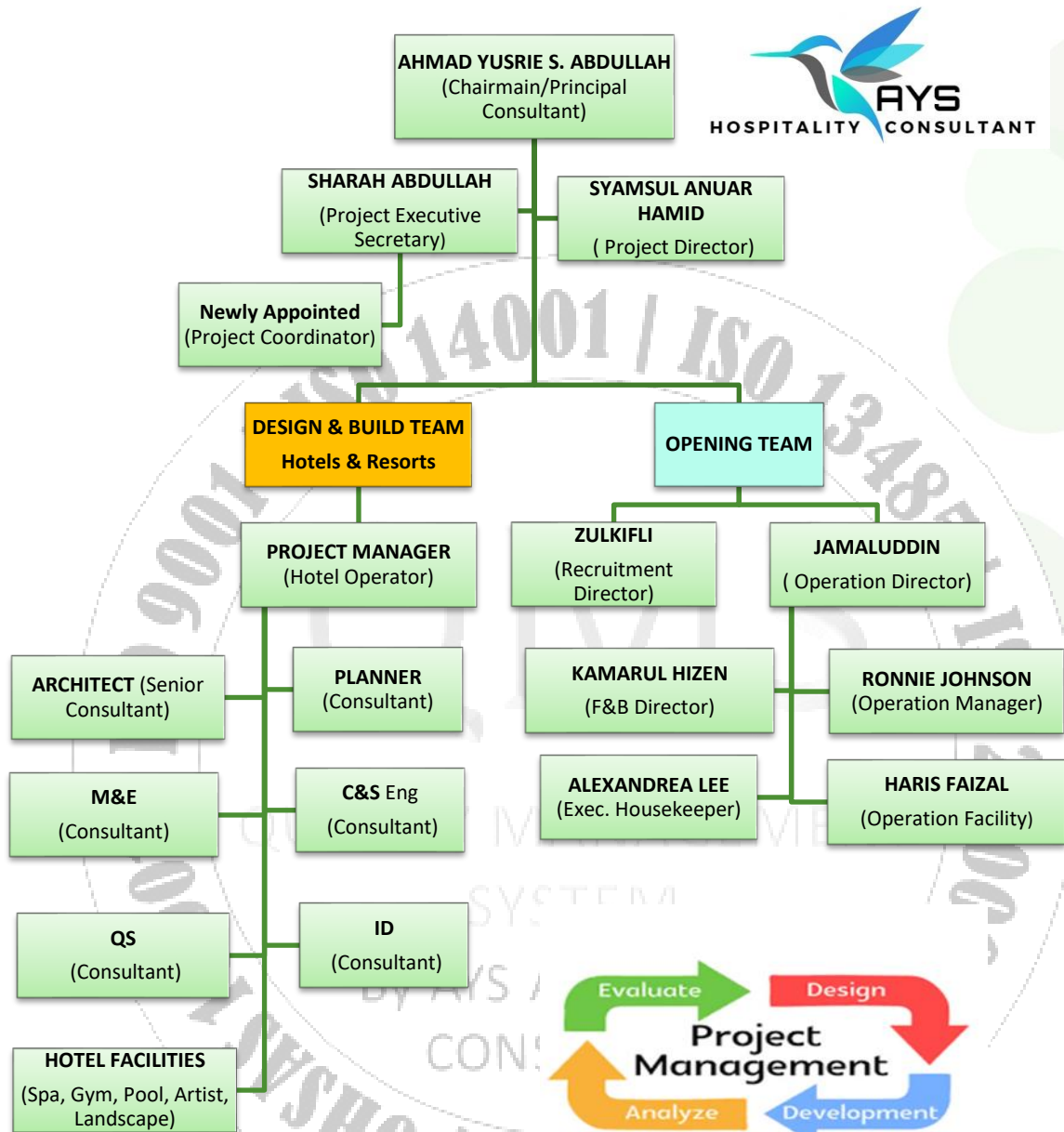
AYS Associates Consultant to be the Malaysia leader in providing training, coaching, consultation and solutions to our customers and valued for the ability in giving the best advice and consultation possible

## MISSION

To help our customers to enhance their system quality management, business development and assist them in growing their business international.

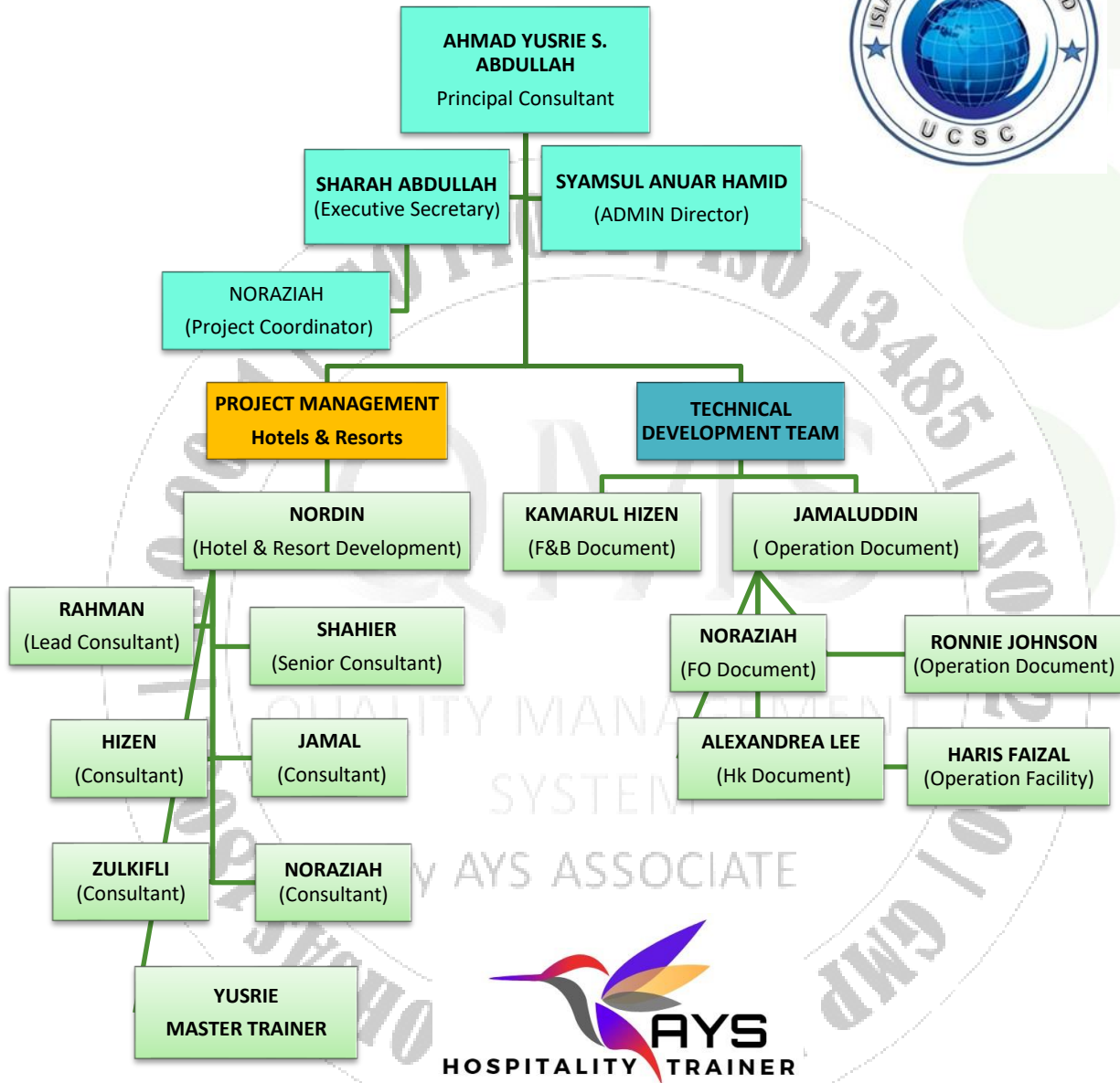


## AYS HOTELS & RESORTS CONSULTANT ORGANIZATION CHART



**IQS HOTELS & RESORTS CONSULTANT**

**ORGANIZATION CHART**





## OUR SERVICES

AYS ASSOCIATE CONSULTANT offer services for:

- **ISO 1500** is standard for Halal Quality Standard for various types of restaurant.
- **MS 2610** is a Quality Management System for Muslim Friendly hotels & resorts to provide Islamic way of welcoming guest
- **ISO 22000** is a Food Safety Management System that can be applied to any organization in the food industry.
- **ISO 14001** is a standard for Environmental Quality Management System. It maps out a framework that a company or organization can follow to set up an effective environmental management system.
- **MS 1900** is a set of requirements for shariah compliance and islamic management best practice.
- **IQS (Islamic Quality Standard)** is to create quality management standard, services and practice in Islamic friendly way with Halal compliance.
- **Design & Concept** for hotels & resort in various star rating quality and facilities services. We provide professional Interior design from room, public area and kitchen covering the Food & Beverage and meeting room facilities.
- **Hospitality Consultation** to design, build and manage newly opening hotel. We provide a specialist consultation for own brand and International Operator Hotel brand such as Marriot, Accor, Hilton, Holiday Inn, Moven Pick, Langhams, ICG, and many more.



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- **HOTEL Pre-Opening** to develop overall pre opening planning including SOP for operation and departmental guideline.
- **HOTEL Management** to do rebranding, taking over existing hotel management, building audit and talent development program
- **Hotel HRM** to assist in recruitment process, training and talent development. We design intensive hospitality module to achieve high quality human resources talent.

### **TRAINING**

- **AYS Associate Consultant**, cater for all type of training ranging from Soft to Hard skill training.
- We can offer a public or in house training base on customer requirement and limitation and our entire training program are HRDF claimable.

### **GRANT APPLICATION**

- **AYS Associate Consultant** assists with the application of government grant and throughout the process.



## OUR CONSULTANT

### HOSPITALITY CONSULTANT – PRINCIPAL CONSULTANT



Name : Ahmad Yusri Susanto Abdullah  
Current Position : Founder/ Principal Consultant  
Contact No : +6016-688 0744, +6013-810 0744

### Major Experiences:

- ✓ Opening Team (Management) for Pearl International Hotel 1996
- ✓ Opening Team (Management) for Crystal Crown Hotel 1997
- ✓ Rebranding for Renaissance Palm Garden to Palm Garden Hotel 2002
- ✓ Opening and Set up overall Hotel design and Operation for Hotel 128 Bukit Jalil 2009
- ✓ Opening and Set up overall hotel facilities and Operation for Sani Hotel Kuala Lumpur
- ✓ Rebranding for Tropic City Hotel KL to CchineE Hotel KL
- ✓ Rebranding for Dewani Villa Resort Langkawi to Novotel Hotel
- ✓ Design, Build and Manage for Koputra Hotel Putrajaya
- ✓ Design, Build and Manage for Sheraton Hotel Nilai, Negeri Sembilan
- ✓ Rebranding, Consulting and Managing for Prima Hotel Melaka
- ✓ Design & Consultation, Investment for EV World Hotel Putrajaya
- ✓ Design Concept & Build (Building plan with approval, CCC and license).
- ✓ Hotel Management | Operator (Operating the Hotel & Resort with owner brand).
- ✓ Project Management (Hotel Opening and set up)
- ✓ Facilities Management (Mega camp, service apartment, outlet & hostel).
- ✓ Training & Coaching (Appointment and training of staffs and workers).
- ✓ Food & Beverage consultation (Package of design & build).



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- ✓ Franchise Consultant (Design & develop hotel franchise programmed)
- ✓ Re-branding (Taking over new hotel management and rebrand)
- ✓ Pre-Opening for New Hotel & Resort ( Planing & organizing pre-opening )

**Qualification:**

- ✓ Degree in Business Studies, UiTM
- ✓ Diploma in Business Studies (Major Management/ Administration), Gorseinon College UK

**Recognition / Achievement:**

- ✓ Certified Specialist in Hospitality & Tourism Industry (Pakar Industri Hospitaliti & Tourism) Jabatan Pembangunan Kemahiran (JPK)
- ✓ Certified PP-PPD-PPB, Jabatan Pembangunan Kemahiran (JPK)
- ✓ Certified Biskaunselor & Coach of INSKEN, Institute Keusahawan Negara (INSKEN)
- ✓ Mentor Associates with Technology Park Malaysia (Entrepreneur Development Programme)
- ✓ Certified MARA Consultant /Vendor for Malaysia Certification Standard & International Standard Organization (ISO)
- ✓ Certified Expert IQS standard development with UiTM - UCSC





## PROJECT SPECIAL TASK , PROJECT MANAGEMENT & BUSINESS DEVELOPMENT



Name : Rusliadi Bin Rosli

Current Position : Advisory/Special Task Consultant

### Major Experiences:

- ✓ He has served the educational sector as Graduate Educational Officer in Selangor
- ✓ Exploring new consulting company as Managing Director with MARrSAID CONSULTANT firm focusing in public partnership program & project
- ✓ Representing Laksanama Builder as Project Director focusing on project development and negotiation on tender process and closing
- ✓ Experience in handling project design and concept based on client requirements and expectations and liaising with authority for approval
- ✓ Familiar and understand the government & local authority compliance and act for project development and investor compliance
- ✓ Chairman of Koperasi Usahawan Dana Harta Selangor & Asst Chairman for Koperasi Masjid Kota Damansara
- ✓ Executive Chairman for Yayasan Saksama Aman Malaysia and Executive Committee for Malaysia Hotel & Homestay Malaysia MyHomes.

### Qualification:

- ✓ Bachelor Pendidikan Jasmani , UPM
- ✓ Diploma Perguruan Malaysia (Uni Perguruan Sultan Idris)
- ✓ Certified Specialist Industry (Pakar Industri) Jabatan Pembangunan Kemahiran (JPK)
- ✓ Certified PP-PPD-PPB, Jabatan Pembangunan Kemahiran (JPK)

## PROJECT MANAGEMENT, BUSINESS DEVELOPMENT CONSULTANT





Name : Syamsul Anuar Bin Abdul Hamid

Current Position : Advisory/Lead Consultant

### Major Experiences:

- ✓ He has strong knowledge in project management, business development, sales and marketing and he has capability to prepare a comprehensive business plan for a project including project financial statements and financing package.
- ✓ He is a “driver”, very independent, resourceful and has good analytical thinking. He has an ability to analyze business opportunity and know how to organize and to execute project (small and big).
- ✓ He started his career as Purchasing Executive in Ingress Group Of Companies (Public Listed Company on the main board of Malaysia Bourse), one of the local automotive manufacturing companies from 1997 to 2000.
- ✓ He handled purchasing activity for 3 companies under the group. In 2000, he had been transferred to Multi-Discovery Group of Companies (Electrical and Power division of Ingress) and he was responsible to manage Purchasing Department for 3 companies under the Multi-Discovery group of companies. He reported directly to General Manager.
- ✓ During his work with Ingress Of Companies, he had been trusted to handle multi functional task including purchasing, vendor development, logistic and production and he is widely exposed to ISO 9000, TQM, QS 9000, Kaizen, 5s and the working culture of Japanese people.

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- ✓ He joined Virtual Softnet Solutions Sdn Bhd in 2007 a software development company as Sales and Marketing director, before joining the company he is the Managing Director to Anjung Visi Solution Sdn Bhd, also an ICT company involve in software development.
- ✓ He also had been appointed as the Secretary General of Putrajaya Malay Chamber Of Commerce (2008-2012). As the secretary general of the chamber, his responsibility including liaison with government department, foreign chambers and business owner to plan, formulate and execute policies, MoU, and agreement.

**Qualification:**

- ✓ He studied Economy in International Islamic University and has Master in Business Administration (MBA).
- ✓ He has experiences in manufacturing sector (automotive), electrical and power, IT, and general trading



## BUSINESS AND INFORMATION TECHNOLOGY (IT) CONSULTANT



Name : Mohamad Supni Bin Shaari

Current Position : IT Consultant / Micro Entrepreneur Trainer

### Major Experiences:

- ✓ Trainer for Program 'Business Design Workshop @ BDW', PERDA,P.Pinang
- ✓ Trainer for Program 'Business Design Workshop @ BDW', YPU-YT, Zon Selatan & Zon Tengah
- ✓ Trainer for Program 'INSKEN Business Idea Generation' @ iBIG, Sarawak
- ✓ BisKaunselor INSKEN,BAHTERA KL, Kuching Sarawak, P.Pinang Ipoh Perak, Sg.Petani Kedah
- ✓ Trainer for Kursus 'Rancangan Perniagaan' Institut Pertanian Malaysia,MOA
- ✓ Trainer for Kursus 'Pengharmonian Rancangan Perniagaan',NATC,MOA
- ✓ Operate and success storage information of Financial Information Services(FIS) using AS400
- ✓ Deployed EasyCall [I] SB telephone system using Lucent Tech
- ✓ Design and operate with success new PKI department with twenty staffs
- ✓ Implement and success PKI Technology in eProcurement(eP) for twenty eight(28) Ministry under eGovernment Flagship
- ✓ Design PKI Standard Operating Procedure for Malaysia Government
- ✓ Design and operate complete technology of PKI for eGovernment
- ✓ Implement and success PKI technology in eSPKB and eSyariah for all ministry under eGovernment
- ✓ Implement and success PKI technology for eSPKB in fourteen(14) states





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- ✓ Implement and success PKI technology with 5.5 million revenue for 2004
- ✓ Design and test Managed Security Services (MSS) for SchoolNet project under Ministry of Education
- ✓ Manage and success 14 GITN (KKH) state contractor
- ✓ Migration and success nine(9)GRDSLAM and three(3) backhaul to 10 ADSL technology
- ✓ Migration and success 25 school [Wireless technology] to ADSL
- ✓ Migration and success 9 schools [ADSL and wireless] to ADSL bonding technology
- ✓ Implement and success 5000 Anti-virus for Perak State Government
- ✓ Develop and success 10 websites for SKALI Web Services(SWS) Project for Malaysia Portal Services(MPS)
- ✓ Develop and success CSE logistic and monitoring GPS system

**Qualification:**

- ✓ Msc Computer Networking (UiTM,2012)
- ✓ BSc. (Hons) Information Technology (Open University Malaysia, 2008)
- ✓ International Diploma in Computer Studies (Akademi Infotech MARA,1998)
- ✓ Diploma in Information Technology (Akademi Infotech MARA,1997)
- ✓ Certification In Information Technology (Akademi Infotech MARA (1996)

**Course & Training Attend:**

- ✓ INSKEN SME Leaders' Innovation & creativity
- ✓ INSKEN SME Mergers & Acquisitions
- ✓ Introduction to Configuring Router and Network
- ✓ Project Management Professionals (PMP)



## HOSPITALITY TRAINER



Name : Nuraziah binti Abdul Azin

Current Position : Hospitality Trainer

### Major Experiences:

- ✓ Preopening Team for Holiday Villa Hotel & Residence City Centre Doha, Qatar
- ✓ Handling the 2nd ARTISTIC GYMNASTIC FIG WOLRD CHAMPIONSHIP DIHA 2009(15rooms)
- ✓ Handling booking for Price of Saudi Arabia.
- ✓ Handling the IAAF – WORLD INDOOR CHAMPIONSHIP 2010 (333 hotel rooms & 100 apartments)
- ✓ Handling the 3rd ARTISTIC GYMNASTIC CHAMPIONSHIP PDOHA 2010 (160 rooms)
- ✓ Handling the DOHA INTERNATIONAL MARITINE DEFENCE EXHIBITION CONFERENCE ( 70 hotel room – VVIP guests)
- ✓ Handling MOTOR GP DOHA 2010 (Group).
- ✓ Handling the ARAB AIR CARRIER PORGANIZATION CONFERENCE FOR FUEL & CRS 2010 GROUP (50 hotel rooms)
- ✓ Reservation Manager at Holiday Villa Hotel & Residence City Centre Doha, Qatar with 358 Rooms and 376 Apartments
- ✓ Front Office Supervisor Cum Reservation Assistant Manager At Holiday Villa Hotel & Suites Subang, Selangor with 357 Rooms
- ✓ Senior Guest Service Officer at The Summit Hote USJ, Subang Jaya with 350 Rooms
- ✓ Senior Guest Service Assistant at Quality Hotel Shah Alam with 280 Rooms



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- ✓ Reservation Assistant at Meritus Pelangi Beach Resort Langkawi, Kedah with 380 Rooms
- ✓ Reservation Clerk at Berjaya Beach & Spa Resort Langkawi, Kedah with 350 Rooms

**Qualification:**

- ✓ Diploma of Hotel Management, Institute Of Technology MARA, Malaysia (ITM) Dungun, Terengganu.
- ✓ Certificate of Front Office Reception (Hotel Management), Institute Of Technology MARA, Malaysia (ITM) Dungun, Terengganu.

**Course & Training Attend:**

- ✓ Leadership Training
- ✓ Handling the Guest Complaint Training
- ✓ Smile In Your Voice Training
- ✓ Five Customer Services Training



## CERTIFIED HRDF TRAINER



Name : Shahrein Malik  
Current Position : Train-The-Trainer  
: Human Resource, Finance, ICT and  
Business Management Professional

### Major Experiences:

- ✓ Developed and implemented the Organization Leadership (soft skills) & Technical (hard skills) Competencies Assessment/Interventions, Career Management, Talent Review and Succession Plan programs and implemented the various plans effectively and efficiently.
- ✓ Reviewed and implemented a revised (5) year Talent Development Master Plan focusing on staff career and leadership development. The purpose of these plans is to create a continuous ready supply of capable and competent leaders/talents within the Organization Group of companies.
- ✓ Develop and implemented an updated version of the Organization Succession Planning Framework. Lead the identification of potential talents using available/new tools to further improve these processes which includes leadership assessment and interventions.
- ✓ Facilitated discussions among the business leaders and coached talents in identifying possible ways to close competencies gaps (identified during the leadership assessments) which includes mobility/overseas posting, on the job experience, coaching/mentoring and classroom interventions. Influence, consult and advocate





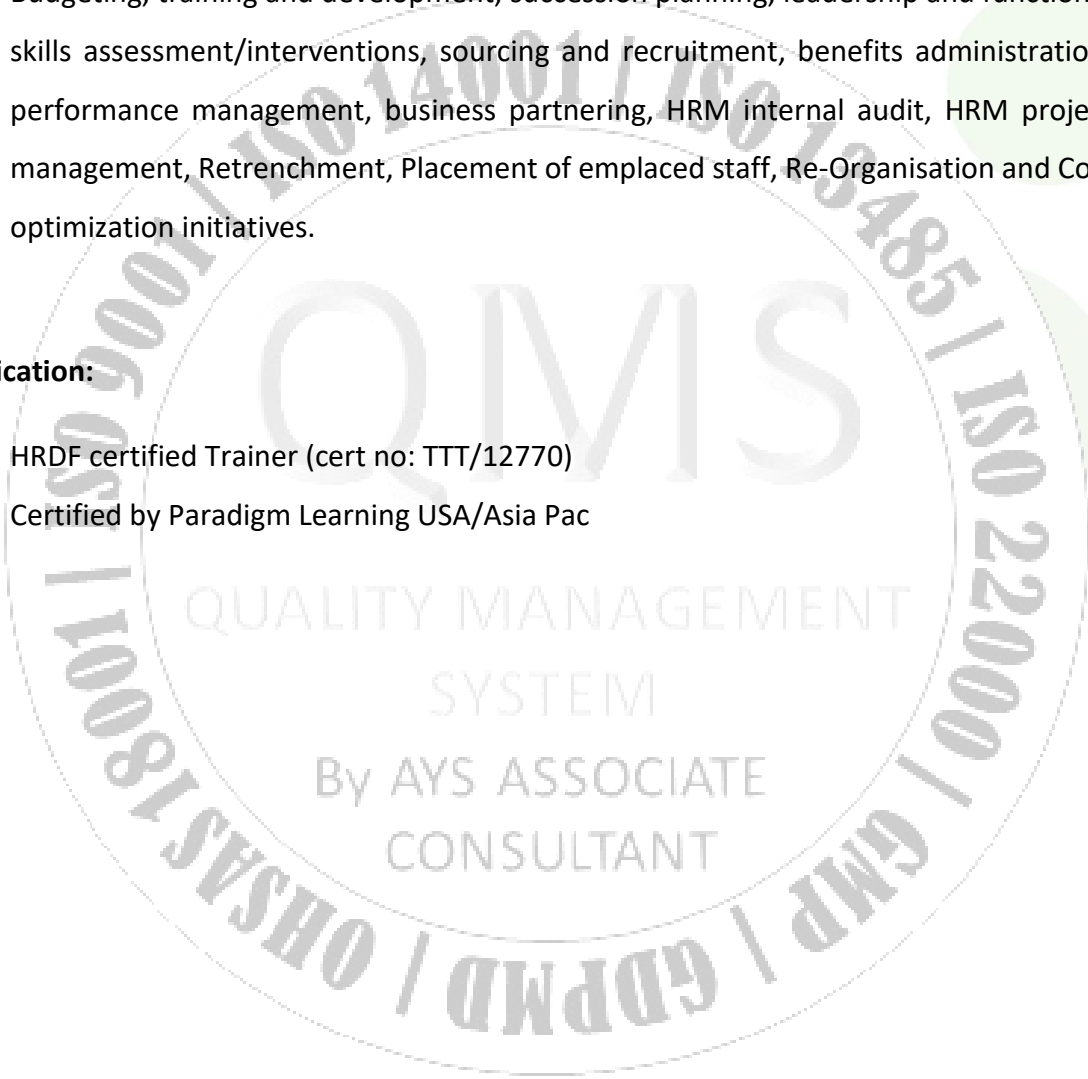
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the management decisions on candidate's readiness to assume higher positions, mobility and international placements in the respective management meetings.

- ✓ In terms of HRM, he was involved in projects related to Strategic HR Planning & Budgeting, training and development, succession planning, leadership and functional skills assessment/interventions, sourcing and recruitment, benefits administration, performance management, business partnering, HRM internal audit, HRM project management, Retrenchment, Placement of emplaced staff, Re-Organisation and Cost optimization initiatives.

**Qualification:**

- ✓ HRDF certified Trainer (cert no: TTT/12770)
- ✓ Certified by Paradigm Learning USA/Asia Pac



## OUR CLIENT (2013-2018)

<b>EMS, QMS CONSULTATION</b>			
1.	Cellotron Corp. Sdn. Bhd.	21.	Rabbani Lamb House
2.	Muzamal Industries Sdn. Bhd.	22.	Omar Heritage Resources
3.	Helios Titan Sdn Bhd	23.	Easy Global Services
4.	Medicrest Sdn Bhd	24.	Ecoliners Healthcare Sdn Bhd
5.	UMMI Mfg. Sdn. Bhd.	25.	Titan Age Medical Industries SB
6.	Gasmed Sdn Bhd.	26.	Ayramed Solution Sdn Bhd
7.	TYLON Mfg Sdn. Bhd	27.	Rish Jaya Sdn Bhd
8.	Goldwing Resources Sdn. Bhd.	28.	Junnimed Services Sdn Bhd
9.	Hasa Design Sdn. Bhd.	29.	Diagno-pharm (Malaysia) Sdn Bhd
10.	Airis Engineers Sdn. Bhd.	30.	KSF Medicare (Malaysia) Sdn Bhd
11.	Medipro Mfg. Sdn. Bhd.	31.	GMagnet Sdn Bhd
12.	Serangkai Prisma Sdn. Bhd.	32.	NU Surgitex Sdn Bhd
13.	SJ Medi Pharm Sdn. Bhd.	33.	Jitron Healthcare Sdn Bhd
14.	Foresight Industries Sdn. Bhd.	34.	Bio Analytical Quest Sdn Bhd
15.	Edaran Bumimas Sdn. Bhd	35.	Bayumas Enterprise
16.	Selia-Tek Industries Sdn. Bhd	36.	WB Beauty Secret Enterprise
17.	Profens Industries Sdn. Bhd.	37.	Fair Medicare Sdn Bhd
18.	Firstwide Sdn. Bhd.	38.	Eisma Rizal Niaga
19.	H&A Consult Sdn. Bhd	39.	Evo Performance Sdn Bhd
20.	Rumah Lama Cafe	40.	Drahmat Supplies
<b>HOSPITALITY INDUSTRIES</b>			
1.	<b>Zodiac Hotel Kuala Lumpur</b> (Bomba Certification Audit)	10.	<b>Sani Hotel KL</b> (Management Services)
2.	<b>Tanjung Bidara Beach Resort</b> (Building Audit & Rebranding)	11.	<b>EVE World Hotel Management</b> (Training Center & Franchise)
3.	<b>MAIS Hotel Klang</b> (Management services)	12.	<b>TRIO PEARL HOTEL</b> (Service Management)
4.	<b>Lamarda Guest House</b> (Renovation & Room design)	13.	<b>ARD REAL ESTATE SDN BHD</b> (Design & Build)
5.	<b>Hotel 128 Bukit Jalil</b> (Opening New Hotel)	14.	<b>TROPIC CITY HOTEL</b> (Taking Over & Manage)
6.	<b>MMC Rapid Pengerang</b> (Service Management Facilities)	15.	<b>SHERATON HOTEL NILAI</b> (Design, Build & Manage)
7.	<b>Lagenda Hotel Melaka</b> (Set up Consultation)	16.	<b>NOVOTEL RESORT LANGKAWI</b> (Design, Build & Manage)
8.	<b>Koperasi PKS BHD</b> (Hotel Consultation)	17.	<b>PRIMA HOTEL MELAKA</b> (Re-branding)
9.	<b>Rama-Rama Hotel Melaka</b> (Hotel Consultation)	18.	<b>EVE World Hotel Putrajaya</b> (Design, Build & Manage)
<b>PROJECT PMC/INVESTMENT</b>			
1.	<b>APAU BAY CITY LANGKAWI KEDAH</b> Zun Asia Sdn Bhd	4.	<b>LANGKAWI GREEN ENERGY SB</b>
2.	<b>SIDC DEVELOPEMENT CORP.</b> Potensi Strategi Sdn Bhd	5.	<b>SEBATIK ISLAND GREEN ENERGY SB</b>
3.	<b>BAYU BAY (KUNAK) SABAH</b> Potensi Strategi Sdn Bhd	6.	<b>KUALA MEROTAI GREEN ENERGY SB</b>



**OUR CONTACT INFORMATION**

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