



品牌及加盟规划  
Branding & Franchising

Our Intellectual Property Consultancy Services  
我们提供的专业知识产权咨询服务

Trademark	商标
Copyright	著作权
Patent	专利
Industrial Design	工业设计
Branding & Franchise Consultancy	品牌与特许经营权咨询



Singapore Chicken Rice 新加坡鸡饭



Palm Vegetable Edible Oil 棕榈食油



Coffee 咖啡

WHO 公司

Going green is both good for the environment and a smart business move. Our client, a Malaysia trading company in consumer goods is intended to revitalize its turnover by Re-Branding strategy. It aims to export its various types of green-product such as Chlorella Seafood, Green-Coffee and Palm Cooking Oil to the international market covers China, Canada, Australia, Brunei.

如今环保既有利于环境又是一项聪明值得开发的智能业务。我们的客户，一个在马来西亚注册的消费品公司，计划想以重塑品牌策略刺激市场，尤其是海外市场。客户公司的目标是将其各种绿化食品，包括其绿藻海产，绿咖啡和棕榈食用油出口到国际市场，如中国、加拿大、澳大利亚、汶莱。

WHAT 需求

We were appointed to plan, implement, promote and develop the branding strategy for the client. We developed a new brand vision, and determined its personality and inherent values for the company in align with client's strategic direction. We also offered our professional helps in guiding and managing the branding strategy, especially when it comes to the process of product performance and development, packaging, brand name selection, sponsorships and endorsements, brand guardianship and other communication programs.

我们被邀成为该客户公司的顾问，从事计划、实施、推广和发展这项品牌策略。我们配合该客户公司的策略性方向改进了新的企业愿景与品牌价值。我们也在该品牌策略的实践与管理上提供指导及协助，过程中尤其涉及到产品性能和研发，包装与品牌名称的选择，赞助和代言的活动，品牌的监护权以及其他交流方式的策划。

HOW 策划

Our professional business development team has worked on this engagement where internal and external analysis through SWOT and PESTLE are executed. This is to examine and enhance the value of their product, carry out their benefits and values of the products, and also help to achieve client company's missions and vision. With our practical guidance and assistance, this further created the smoothness of work within the client's operation, and also the market development not only local but also overseas with managing their business more effectively and efficiently.

我们专业团队参与了这项计划后立即采用了‘SWOT’和‘PESTLE’的方式以作内部与外部的评估分析。这是检讨该客户公司的系列产品，以现有的产品素质来配合陪衬并提高该产品的品牌价值，也从而走向实现客户公司已锁定的使命和愿景。因此，在我们专业团队的实际指导与帮助之下，这也让该客户公司不但在经营方面并且也在海内外市场方面，能够更积极又轻松地跨前一步地有效管理与运行。

WHERE 联系

Create your **SUCCESS** story with us

让我们创造属于您的**成功故事**



PRINCIPAL OFFICE

3rd Floor, No. 163  
Bomill Estates, Lorong  
Tun Ahmad Zaidi Adruce 8  
93150 Kuching, Sarawak  
Malaysia

INTERNATIONAL OFFICE

38-2, Jalan 10/116B  
Kuchai Entrepreneurs' Park  
Off Jalan Kuchai Lama  
58200 Kuala Lumpur  
Malaysia

新英菲商业管理顾问公司

163号, 婆美区  
敦阿玛再迪第八巷  
邮编: 93150, 古晋, 砂朥越  
马来西亚

吉隆坡办公室

38-2, 10/116B路  
古影拉玛商业园区  
邮编: 58200, 吉隆坡  
马来西亚

T(电话) : +(6) 082 - 428 168  
F(传真) : +(6) 082 - 411 258  
E(电邮) : info@imconsultants.com.my  
W(管网) : www.imconsultants.com.my