

# COMPANY PROFILE

Welcome to Garudamas Media Sdn. Bhd.

**We're excited to begin this new journey and look forward to many successful projects ahead.**

At Garudamas Media, we are committed to excellence, transparency, and long-term partnerships — turning every event into a memorable experience.

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# DIRECTOR'S MESSAGE

It gives me great pleasure to introduce Garudamas Media Sdn. Bhd., a company built on passion, dedication, and over 15 years of experience in Malaysia's retail and mall industry. My journey began in 2010 with Giant Hypermarket, where I learned the importance of precision and teamwork in creating successful customer experiences. A decade later at Lotus's Mall, I witnessed firsthand how thoughtful event planning and vendor collaboration can transform retail spaces into lively community hubs.

Garudamas Media was founded to continue that legacy — to provide a dependable bridge between mall management, vendors, and customers. We believe every event should tell a story, connect people, and strengthen brand relationships.

As we grow, our promise remains simple: to deliver creativity with discipline, and results with integrity. I look forward to building lasting partnerships that create meaningful experiences for every mall we serve.

Warm regards,

**Cheng Yen May (Viniy May)**

Director

*Garudamas Media Sdn. Bhd.*

# COMPANY OVERVIEW



## About Garudamas Media Sdn. Bhd.

Garudamas Media Sdn. Bhd. (202501045547 / 1646955-P) is a professional event management company headquartered in Cheras, Kuala Lumpur, specializing in mall events, roadshows, and vendor coordination across the Klang Valley region, including Kuala Lumpur, Selangor, and Putrajaya.

Founded in 2025, Garudamas Media combines creative strategy and operational efficiency to deliver retail activations that enhance customer engagement and strengthen brand positioning. Our team comprises experienced professionals with backgrounds in retail marketing, event coordination, and vendor management from leading groups such as Giant Hypermarket and Lotus's Mall.

By focusing exclusively on the Klang Valley, we ensure hands-on management, close client communication, and quick on-site response for every project. Whether it's a festive bazaar, roadshow, or vendor fair, Garudamas Media ensures smooth execution, compliance with mall SOPs, and measurable results.

We take pride in being more than event planners — we are strategic partners who help malls and vendors grow together through meaningful, high-impact activations.



# OUR JOURNEY

Every successful company begins with a story — and ours is one of experience, passion, and purpose.

The journey of Garudamas Media Sdn. Bhd. started with a dream to make shopping malls more vibrant, engaging, and community-oriented. Our founder, 程贇鎰 (Cheng Yen May), spent over 15 years in the retail industry, building a deep understanding of how events can transform a mall's energy and customer connection.

From 2010 to 2015, she managed promotional campaigns and vendor fairs for Giant Hypermarket, learning the operational side of retail marketing. Between 2015 and 2025, her leadership at Lotus's Mall helped shape countless memorable events — from festive celebrations to nationwide promotions that brought thousands of visitors.

In 2025, Garudamas Media was founded with a single mission: to deliver creative, reliable, and well-organized event experiences for malls across the Klang Valley.

Our story continues today — built on the same foundation of trust, collaboration, and passion that began over a decade ago.

***From experience to execution — our journey is about turning retail spaces into memorable experiences.***

# MISSION, VISION & CORE VALUES

## Our Mission

At Garudamas Media Sdn. Bhd., our mission is to deliver professional, creative, and results-oriented event solutions that bring life and energy to retail environments. We strive to help shopping malls, brands, and vendors connect with their audiences through seamless event execution, vendor collaboration, and strategic planning.

Our focus is on efficiency, transparency, and excellence — ensuring every event we manage runs smoothly from concept to completion, while maintaining the highest standards of professionalism and customer satisfaction.

## Our Vision

To be recognized as Klang Valley's most trusted and reliable event management partner for shopping malls and retail establishments.

We aim to build a long-term legacy based on integrity, creativity, and consistency, becoming the preferred choice for mall management teams seeking a dependable partner to coordinate, manage, and execute engaging on-ground activities that strengthen customer relationships and tenant value.

## Our Core Values

### 1. Professionalism

We uphold high standards in every aspect of our work — from vendor coordination and event setup to client communication and delivery.

### 3. Creativity

We approach every event with fresh ideas, tailoring concepts to match the client's goals and the mall's brand image while creating memorable customer experiences.

### 5. Transparency

Honesty and openness form the foundation of our business. We practice clear communication, ethical operations, and full disclosure in all our dealings.

### 2. Reliability

Our clients trust us to deliver what we promise. We believe in accountability, punctuality, and long-term relationships built on consistency and trust.

### 4. Collaboration

We believe the best outcomes are achieved through teamwork — by maintaining strong partnerships with mall management, vendors, and contractors.

### 6. Commitment to Excellence

From small vendor fairs to large-scale roadshows, we dedicate ourselves to delivering quality, precision, and impact in every project we undertake.

# OUR SERVICES

At Garudamas Media Sdn. Bhd., we specialize in event management, vendor coordination, and roadshow planning for the retail and shopping mall industry. From concept and vendor sourcing to on-site coordination and reporting, our team ensures every event is executed smoothly and professionally. By focusing on the Klang Valley region, we maintain full operational control and close communication with mall management — delivering quality, compliance, and impactful results every time.

## 1. Event Management & Planning

We design, organize, and execute a wide variety of events — including festive campaigns, family activities, promotional events, and community engagements. Each event is carefully planned to align with the mall's branding objectives while delivering measurable customer engagement.



## 2. Mall Roadshows & Brand Activations

Our expertise in roadshow coordination and brand activations helps clients bring their products and services directly to their target audience. From single-mall promotions to multi-location campaigns, we handle every logistical and creative detail to ensure strong visibility and smooth operations.



## 3. Vendor Coordination & Management

We maintain an extensive vendor network built through years of experience in the retail industry. Garudamas Media oversees vendor selection, booth allocation, setup compliance, and on-ground supervision, ensuring all stalls and participants operate under the mall's standard operating procedures (SOPs) and safety requirements.



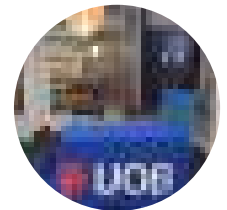
## 4. Event Setup & Technical Support

Our in-house and partnered contractor team, led by Head Contractor Mr. Chan Kok Wai, manages all setup, dismantling, electrical, and technical requirements. We ensure that every installation is executed with precision, efficiency, and adherence to mall safety guidelines.



## 5. Mall Collaboration & Partnership Programs

Garudamas Media collaborates with mall management teams to develop long-term event calendars, vendor markets, and recurring campaigns that enhance mall branding and increase tenant participation. Our objective is to reduce management workload while maintaining consistent, high-quality event standards.



## 6. Creative & Promotional Support

We also provide creative direction and promotional assistance — including booth design concepts, event theming, and on-ground marketing ideas — to ensure each activation delivers visual impact and brand engagement.



## 7. Post-Event Reporting & Evaluation

Every event concludes with a structured performance report covering vendor participation, visitor turnout, customer feedback, and improvement recommendations. This data-driven approach helps mall management and vendors plan better for future events.



# SERVICE FLOW PROCESS

At Garudamas Media Sdn. Bhd., we follow a structured and transparent process to ensure every event is delivered efficiently, on time, and to the highest standard. Our workflow is designed to maintain strong coordination with mall management, vendors, and contractors throughout each stage.

## 1. Consultation & Planning

We begin by understanding the mall's objectives, event themes, target audience, and vendor requirements to develop a clear strategy and concept.

## 2. Proposal & Approval

A detailed event proposal is prepared, including layout, vendor mix, timeline, and cost estimates, for review and approval by mall management.

## 3. Vendor Sourcing & Coordination

Our team identifies and secures suitable vendors that align with the mall's branding and event goals, ensuring compliance with all mall regulations.

## 4. Setup & Technical Preparation

Event setup, booth layout, and technical arrangements are managed by our in-house contractor team, ensuring professional execution and safety compliance.

## 5. On-Site Event Management

During the event, our supervisors are on-site to monitor operations, assist vendors, and coordinate with mall representatives to ensure smooth flow and crowd control.

## 6. Post-Event Review & Reporting

After completion, a full summary report is provided — covering vendor participation, customer turnout, and key observations — to help plan future improvements.

**Our goal:** To deliver every event with precision, reliability, and measurable impact — creating a positive experience for both mall management and visitors.

# PAST EXPERIENCE & TRACK RECORD

Over the past 15 years, our team at Garudamas Media Sdn. Bhd. has been actively involved in planning, managing, and executing a wide range of retail and mall events. From festive campaigns to vendor bazaars, our experience spans some of Malaysia's leading retail brands and shopping destinations.

Our Director, 程贇鎰 (Cheng Yen May), has led numerous projects during her tenure with Giant Hypermarket (2010–2015) and Lotus's Mall (2015–2025) — gaining extensive hands-on experience in event planning, vendor coordination, and mall operations. These years have shaped the foundation of Garudamas Media's professionalism and reliability in delivering impactful, well-managed events.

## Key Highlights of Experience

### Giant Hypermarket (2010–2015)

- Organized and managed in-mall roadshows, festive sales, and product launches.
- Coordinated vendor participation for community and seasonal events.
- Supported nationwide campaigns, driving customer engagement and brand visibility.

### Lotus's Mall (2015–2025)

- Planned and executed mall-wide promotional events and festive bazaars.
- Managed vendor leasing, booth allocation, and compliance with mall SOPs.
- Coordinated school holiday activities, brand activations, and family-oriented events.
- Collaborated with tenants and marketing teams to boost foot traffic and event ROI.

### Independent Projects (2025–Present)

- Managed vendor markets and themed roadshows across Klang Valley malls.
- Partnered with local SMEs for promotional booths and product exhibitions.
- Delivered complete event solutions including planning, setup, coordination, and reporting.

Our past projects reflect versatility, consistency, and hands-on execution. Every event — whether a small vendor fair or a large festive activation — is treated with the same attention to detail, ensuring success for mall management, vendors, and customers alike.

**Experience that builds trust. Execution that delivers results.**



# OUR CLIENTS & COLLABORATIONS

Over the years, the team behind Garudamas Media Sdn. Bhd. has built strong working relationships with a wide range of mall management teams, retail groups, and vendor communities across the Klang Valley. Although Garudamas is a newly established company, our team brings over 15 years of industry experience, allowing us to deliver professional, well-coordinated, and impactful events that meet mall standards and enhance customer engagement.

Our background with major retail groups such as Giant Hypermarket and Lotus's Stores Malaysia has equipped us with deep knowledge of mall operations, vendor management, and event execution. Today, we continue to expand our network by collaborating with numerous mall operators and retail partners.

## Mall Management Teams We Have Successfully Worked With

We are proud to have partnered with management teams from the following malls and retail centers:

### Malls & Retail Partners:

- Pinnacle Mall – En. Anwar
- Quayside Mall – En. Walid
- Gamuda Walk – En. Walid
- AEON Mall – Ms. Fazrah (Tmn Equine), Ms. Hanis (AEON AU2), Ms. Sheila (Cheras Selatan)
- AEON Big – En. Aziz (Kepong)
- ST Rosyam Mart Mall – Ms. Fiza (Klang), Ms. Izzaty (Semenyih, Shah Alam & Sg. Buloh)
- KIP Mall – Ms. Lina & Ms. Fira
- Hero Market – Pn. Hawa (HQ)
- Econsave – Ms. Jessica (HQ)
- Matahari Mall – Ms. Shasi (Nilai)

These collaborations reflect our commitment to clear communication, smooth coordination, and reliable execution in every event we manage.

# COVERAGE AREA & LEADERSHIP TEAM

Garudamas Media Sdn. Bhd. is strategically based in Cheras, Kuala Lumpur, allowing us to efficiently manage and support multiple events across the Klang Valley region.

## We cover the following key areas:

- 📍 Klang Valley
- 📍 Selangor
- 📍 Kuala Lumpur
- 📍 Putrajaya

By focusing exclusively on this region, we ensure full commitment, on-site presence, and timely response for all event operations. Our localized approach allows us to maintain close coordination with mall management, ensuring every project runs smoothly, adheres to safety standards, and achieves client objectives.

## OUR LEADERSHIP TEAM

**程贇鎰 (Cheng Yen May / Viniy May)**

**Director**

**Business Development, Management Liaison & Client Relations**

With over 15 years of hands-on experience in retail event management, Ms. Cheng oversees business development, mall partnerships, and client relations. Her expertise ensures smooth communication between mall management, vendors, and internal teams — leading to well-coordinated and successful events.

**Stacy Yong Siew Kei**

**Director**

**Finance, Accounting & Administrative Control**

Ms. Yong manages the financial and administrative operations of the company. She ensures accurate budgeting, transparent accounting, and compliance with regulatory standards — providing the financial discipline that supports Garudamas Media's sustainable growth.

**Chan Kok Wai & Team**

**Head Contractor**

**Setup, Logistics & On-Ground Operations**

Mr. Chan leads the contractor and logistics team responsible for all technical and physical event setups. With years of experience in mall installation and roadshow management, his team ensures every project is completed safely, efficiently, and with professional precision.

***Our leadership team combines strategic planning, financial management, and operational expertise — ensuring that every event we deliver is organized, compliant, and impactful.***

# EVENT CATEGORIES

At Garudamas Media Sdn. Bhd., we organize and manage a wide range of events designed to attract visitors, engage communities, and strengthen relationships between malls, tenants, and customers. Each event is customized to meet the unique objectives of our clients while ensuring smooth coordination and professional execution.

Below are the key categories of events we specialize in:

## 1. Retail & Mall Roadshows

We plan and execute roadshows that promote brands, products, and services within shopping malls and high-traffic retail environments. Our roadshows help increase brand awareness and create interactive engagement with shoppers.

## 2. Festive & Seasonal Bazaars

From Hari Raya and Chinese New Year to Deepavali and Christmas, we manage festive markets and seasonal bazaars that attract visitors, support local vendors, and enhance the mall's festive atmosphere.

## 3. Pop-Up Booths & Vendor Markets

We coordinate short-term vendor booths and local business markets that provide exposure opportunities for SMEs while adding variety and excitement to the mall environment.

## 4. Brand Activations & Product Launches

Our team delivers impactful brand activations and launch events that highlight products and services with creative themes, interactive elements, and engaging activities.

## 5. Community & CSR Events

We work with malls and organizations to organize community-driven activities and CSR events that bring people together while supporting meaningful causes and social engagement.

## 6. Family & Lifestyle Events

We design fun and inclusive activities such as school holiday programs, workshops, and lifestyle showcases to drive family participation and long-term loyalty.

*From small vendor setups to large-scale festive activations — Garudamas Media ensures every event is well-planned, well-executed, and leaves a lasting impression*

# WHY COLLABORATE WITH GARUDAMAS MEDIA

Partnering with Garudamas Media Sdn. Bhd. means working with a team that truly understands the retail and mall event landscape. Backed by more than 15 years of combined industry experience, we deliver hands-on management, reliable vendor sourcing, and seamless coordination — ensuring every event is successful from start to finish.

Our deep familiarity with mall operations, vendor compliance, and event SOPs allows us to bridge communication between mall management and vendors effectively, reducing operational stress while maintaining high-quality outcomes. We believe in long-term partnerships built on trust, transparency, and consistent performance.

## Why Choose to Collaborate with Us

- 15 years of combined event experience with major retail groups.
- Reliable vendor network ensuring fast and quality booth filling.
- Strong understanding of mall SOPs and operational procedures.
- Hands-on support from setup to closing day.
- Transparent communication and long-term partnership commitment.

By focusing exclusively on the Klang Valley, our team is always available for on-site support, real-time coordination, and immediate problem-solving — giving mall management peace of mind and confidence in every event's success.

***Your event, our expertise — together, we create experiences that engage, inspire, and deliver results.***

# COLLABORATION PROPOSAL

Garudamas Media Sdn. Bhd. proposes a strategic collaboration with mall management teams to organize and manage roadshows, festive events, and vendor markets that enhance customer engagement and strengthen tenant relationships.

Our objective is to serve as an operational partner who can efficiently manage the planning, coordination, and execution of mall events — allowing management to focus on marketing strategy and overall brand positioning.

## Our Objectives

- Reduce the management's operational workload by handling the full event cycle.
- Bring in quality vendors that align with the mall's branding, image, and customer base.
- Enhance mall visibility and customer experience through creative and well-coordinated events.
- Ensure compliance and professionalism in every aspect of vendor setup, safety, and operations.
- Provide transparent communication and reporting throughout each project.



## Our Role & Responsibilities

Garudamas Media will manage all aspects of:

- Vendor sourcing and booth allocation.
- Event setup, logistics, and technical coordination.
- On-site supervision during event operations.
- Compliance checks and communication with mall representatives.
- Post-event reporting, performance review, and future planning support.

Although Garudamas Media Sdn. Bhd. was officially incorporated in 2025, our founding team brings over 15 years of hands-on experience from major retail organizations such as Giant Hypermarket and Lotus's Mall. This strong operational background ensures every project is executed efficiently, professionally, and with measurable results.

***Together, we can create a sustainable partnership that enhances mall traffic, vendor quality, and customer satisfaction — one event at a time.***

# FUTURE PLANS & GROWTH STRATEGY

At Garudamas Media Sdn. Bhd., our vision extends beyond event management — we aim to become a comprehensive retail event solutions partner that drives innovation, collaboration, and long-term value for shopping malls and vendors across the Klang Valley.

Building on our strong foundation of experience and trusted relationships, our future plans focus on sustainable expansion, digital integration, and operational excellence.

## 1. Strengthening Regional Presence

We plan to expand our collaborations to cover more malls within the Klang Valley, ensuring each location benefits from our reliable event management standards and on-site support. This includes developing long-term partnerships with established mall chains and emerging retail hubs.

## 3. Expanding Creative & Marketing Capabilities

Garudamas Media aims to build an in-house creative and event marketing unit that provides design, branding, and promotional support. This will allow us to offer complete, end-to-end event solutions — from planning and setup to publicity and engagement tracking.

## 5. Building Long-Term Partnerships

Our long-term goal is to form strategic alliances with mall operators, corporate brands, and SMEs to co-create recurring annual events that attract consistent visitor engagement and drive sustained retail performance.

***Garudamas Media's growth strategy centers on innovation, trust, and collaboration — ensuring every event we manage today builds the foundation for stronger partnerships tomorrow.***

## 2. Introducing Digital Vendor Management Systems

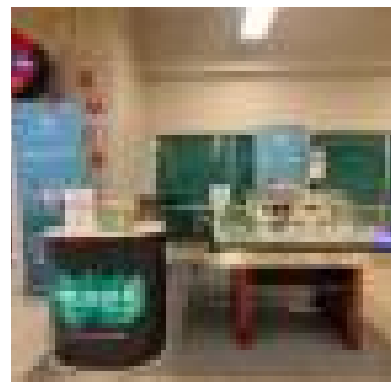
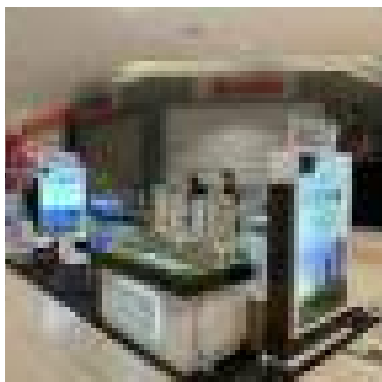
To enhance efficiency and transparency, we are developing a digital vendor registration and booking platform. This system will streamline vendor applications, booth allocation, and reporting, allowing mall management and vendors to coordinate easily in real time.

## 4. Enhancing Training & Operational Excellence

We plan to introduce continuous training programs for our on-ground teams and contractors, focusing on safety, customer service, and technical efficiency to maintain top-tier event standards across all projects.



# POTENTIAL PROPERTY CLIENT



# BANKS & INSURANCE SERVICES



# REGULAR VENDOR SELLING HOME APPLIANCE

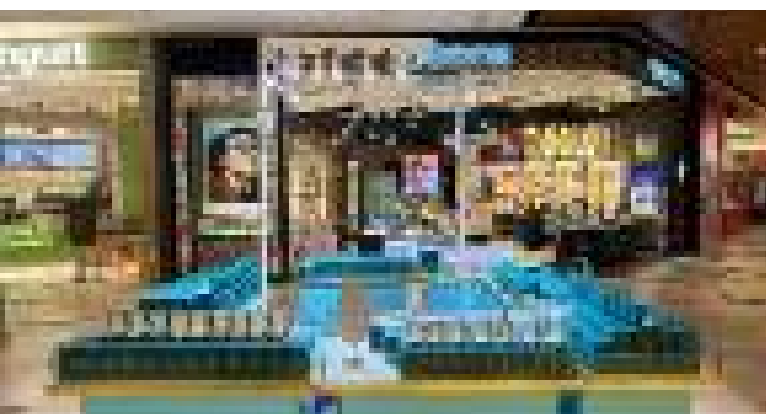
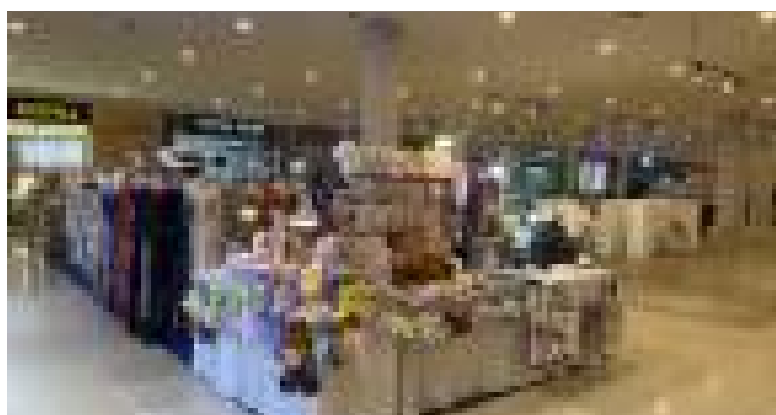
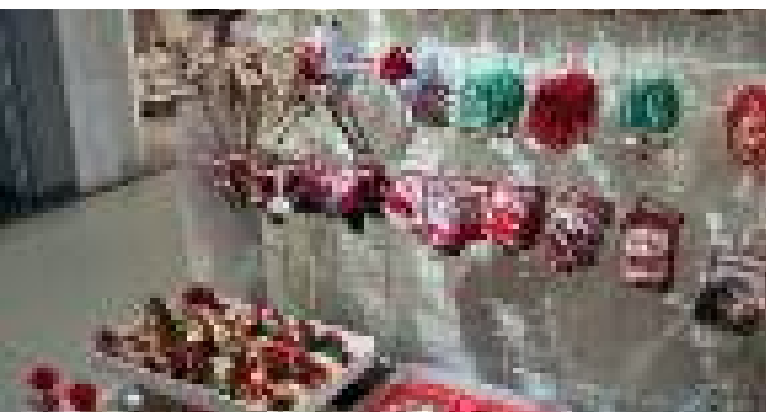


# NEW EXPLORE BY BRINGING CAR ROADSHOWS IN SHOPPING MALL



# WEDDING & CNY







# CONTACT US

We welcome the opportunity to collaborate with mall management teams, vendors, and partners across the Klang Valley. Whether you're planning a festive bazaar, a roadshow, or a community event, our team is ready to support you with professional coordination and dedicated on-site service.



**Garudamas Media Sdn. Bhd. (202501045547 / 1646955-P)**

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***Let's collaborate to create vibrant, high-impact mall experiences that connect brands, vendors, and communities.***



# THANK *YOU!*

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