

# FROM VISION TO BUILDING BRANDS



*The Resort Township*



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## vision statement

To be an innovative market leader in our businesses that benefit society

## mission statement

To provide superior products and services that exceed our customers' expectations

To recognise our employees as our single most important asset and encourage them to realise their full potential in a caring and conducive environment

To enhance shareholders' value by growing our businesses

## core values

### EXCELLENCE

We will be single-minded in our quest to be the best in our core businesses

### INTEGRITY AND TRANSPARENCY

We will maintain the highest standards of integrity, and continue to remain transparent in all facets of our operations

### GOODWILL

We will attach equal importance to building both human values and business values

### COMMUNITY

We are a responsible corporate citizen, sensitive to the needs of the community

### ENVIRONMENT

We are committed to protecting the environment

# from vision to



## **KDU INTERNATIONAL LANGUAGE TRAINING SCHOOL (KILTS)**

KILTS, the Group's first overseas venture in educational services, was established in March 2004 in Chongqing, China and commenced business in the fourth quarter of 2004. KILTS provides a wide range of English courses ranging from pre-school to Professional English as well as customized courses for corporations and training on a one-to-one basis. It also offers on-line programmes in collaboration with ACL English Solutions, an Australian company.

## **SEKOLAH SRI KDU**

Sekolah Sri KDU is a purpose built school complete with state-of-the-art academic and sports facilities. Opened for enrolment in January 2003, Sekolah Sri KDU's distinct difference lies in delivering a student-centred, holistic education in a completely IT-enabled environment. Sekolah Sri KDU's unique model providing a conducive learning environment through a broad base curriculum delivered by quality teachers, and strategic partnerships with parents and the community will provide the platform for students to develop their individual potential. Sekolah Sri KDU has more than 1,700 students housed in two school blocks of 96 classrooms.

## **KDU COLLEGE (KDU)**

Established in 1983, KDU is one of the pioneers in private higher education and the first local private college to operate a purpose-built campus in Petaling Jaya. Spurred by the success of its Petaling Jaya campus, KDU set up its Penang campus in 1991. Widely recognized as a premier center for tertiary education, KDU is renowned for its high quality twinning programmes with prestigious universities and reputable institutions in the United Kingdom, United States, Australia and Switzerland, and quality teaching faculty. Thus far, more than 30,000 full-time and part-time students have graduated from KDU.

From vision to building brands epitomises our promise of providing superior products and services. From day one, the centerpiece of our strategy has been to be as customer-centric as possible - our customers should always be at the center of all our strategic thinking. To this end, we have developed strategies that, over time, have given us a distinctive edge in the industry. Through these strategies, we've created competitive advantages that we believe will allow us to deliver consistent results, year after year. Strategies that help us stay the course in living up to our brand promise - our customers come first.

# building brands



## **KDU MANAGEMENT DEVELOPMENT CENTRE (KMDc)**

Established in 2003, KMDc's product and service offering to clients range from highly customized management development programmes to professional certification and development courses. To ensure the delivery of quality programmes, KMDc has forged strategic partnerships with Tier 1 business schools and world-class institutions including The Wharton School, University of Pennsylvania, USA, Deakin University, Australia, Middlesex University, United Kingdom and iCarnegie, Inc, an affiliate of Carnegie Mellon University.

## **BANDAR LAGUNA MERBOK (BLM)**

BLM, a 493-acre mixed development resort living township and six kilometres from Sungai Petani town, lines the borders of pristine Sungai Merbok with the majestic Gunung Jerai towering as a backdrop. Winner of the prestigious 12th FIABCI Property Award of Distinction 2004 in the RESIDENTIAL DEVELOPMENT CATEGORY, BLM's high quality and uniquely designed homes winning features are well supported by amenities such as 24 hour security, children's playground, jogging and cycling paths, park benches and gazebos, a riverside jetty and a RM6 million clubhouse with swimming pools, tennis courts and a gymnasium.

## **KEMUNING UTAMA (KU)**

KU, a 524-acre development in the Klang Valley, is separated by the KESAS Highway with 186 acres and 338 acres to the east and west of the highway, respectively. All houses which come with generous build-ups and are column free, are set in rows along cul-de-sacs that lead to planned abundant and lush greenery of landscaped recreation parks adorned with fountains and badminton and basketball courts. Roads are wide and underground utilities add to the aesthetic appeal. For security, houses are grouped in separate gated and guarded enclaves.

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