



BUSINESS STRATEGIC CONSULTANCY

VISIONCRAFT

VisionCraft is a regional Northern-based strategic consultancy, incorporated in Penang in **September 2025**, with a subsequent establishment in **Singapore in December 2025**. The Singapore presence was set up to leverage prior professional experience and regional exposure, with operations anchored around **Paya Lebar Square**, strengthening cross-border strategic insight between Malaysia and Singapore.

VisionCraft's strategic consultancy capability integrates **execution-oriented strategy frameworks, quantitative valuation methodologies and macroeconomic analysis** driven by fiscal and monetary policy dynamics. This is complemented by a deep understanding of the **local ecosystem**, institutional structures, and the operating dynamics of emerging and semi-mature markets.

We support firms in achieving clarity not only on **what** actions to take but **why, when** and **how** to execute them by ensuring strategies are grounded in financial reality, market conditions and practical implementation. Vision Craft serves companies across **Penang and the Northern Region of Malaysia**, as well as **Singapore**, with a focus on structured, outcome-driven strategic engagement.



WHAT WE DO

STRATEGIC ADVISOR

STRATEGIC DIAGNOSTIC & FRAMING

EXECUTION-ORIENTED STRATEGY ENABLEMENT

FINANCIAL & CAPITAL STRATEGY

INSTITUTIONAL & ECOSYSTEM ENGAGEMENT

STRATEGIC MONITORING & CONTINUITY

OUTREACH & STRATEGIC ALIGNMENT

OUR SERVICE

STRATEGIC ADVISORY

We operate at the **early and critical stages of decision-making** supporting organizations in:

Clarifying strategic direction

Articulating value propositions

Evaluating trade-offs in complex environments

Our role is to support **high-stakes decisions** by ensuring strategic intent is coherent, intentional and grounded in economic and institutional realities.



OUR SERVICE

FINANCIAL & CAPITAL STRATEGY

We work at the intersection of **strategy and finance** with integrating:

Corporate finance considerations

Valuation logic

Capital scalability and sustainability

This ensures strategic choices are not only directionally sound BUT

financially viable and executable over time

particularly in growth, transition or policy-influenced environments.



HOW WE ENGAGE

Our Operating Philosophy

Strategy before structure

Clarity before execution

Financial reality before ambition

We focus on **bounded, outcome-oriented engagements** that respect institutional context, decision authority and implementation constraints.



CASE STUDIES(EXAMPLE AND SOON TO UPDATE REAL SCENARIO)

ORGANIZATIONAL COMPLEXITY & ACCOUNTABILITY

- Problem
 - Bloated hierarchy
 - Overly horizontal responsibility
 - Lack of clear ownership and accountability
- Solution
 - Structured diagnostic to clarify roles and decision flow
 - Application of simple, execution-oriented business frameworks
 - Re-alignment of accountability without organizational disruption

CASE STUDIES (EXAMPLE AND SOON TO UPDATE REAL SCENARIO)

CLIENT & ENGAGEMENTS

- Selected Engagement
 - To be updated once current engagements are finalized

OUR POTENTIAL CLIENTS

TO BE DISCLOSED IN DUE COURSE

THANK YOU

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