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BUSINESS STRATEGIC CONSULTANCY

# VISIONCRAFT

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**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

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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

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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

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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

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## **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

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- 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*

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

# OUR POTENTIAL CLIENTS

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*TO BE DISCLOSED IN DUE COURSE*

# THANK YOU

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