

# CENTRAL FORCE CONNECTS

Issue 6 : 12/2025



Message From CEO

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## SNEAK PEEK



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# MESSAGE FROM CEO



## Hello CFam,

Welcome to our second newsletter of the year. If the first one was about setting our direction, this edition is about looking back at what steady effort can actually achieve. It reflects how we work at Central Force, just like our trust **tortoise**, no rushing, no shortcuts, moving forwards one step at a time in the right direction.



The past few months have been genuinely encouraging. Seeing our **Consumer Trend Report** as well as other materials picked up by multiple news platforms was a proud moment, not because of the attention, but because it showed that the insights we produce really matter. It's always reassuring to see thoughtful, data-driven work spark real conversations.

We've also had the chance to share our perspectives through podcasts, which felt more personal and less formal. These conversations gave us space to explain not just what we do, but why we do it, and why research done properly still makes a difference. If you haven't subscribed to our YouTube channel already, do it now! [www.youtube.com/@Cforce-int](https://www.youtube.com/@Cforce-int)

One milestone that meant a lot to us this year was being recognised as multiple award winners at the **Life at Work Awards (LAWA)**. This recognition isn't about leadership in isolation it reflects the culture we've built together. **Ethics**, **Quality**, and **Care** guide how we treat our work, our clients, and each other, and it's meaningful to see those values recognised.

Most importantly, none of this happens without all of you. Whether your role is visible or behind the scenes, every contribution adds up. The reliability, professionalism, and quiet commitment across the team are what keep Central Force moving forward. It's something that can't be achieved by any single person, but instead, it's something that requires each and every one of us to achieve it together.

Thank you for the effort you put in, day in and day out. Let's keep doing what we do best staying grounded, working with purpose, and building impact steadily over time.

See Toh Wai Yu  
Chief Executive Officer

# NEWS & MILESTONES

## Prestige Circle Client Appreciation & Networking Event

On July 11, 2025, Central Force hosted the Prestige Circle Client Appreciation & Networking Event, bringing together clients and industry partners from banking, transportation, IT, branding, media, and other sectors.

The event featured insightful sessions on market research data, BPO services, and the latest PDPA (2024) Amendments, fostering meaningful discussions and collaboration.

Special thanks to our speakers: Wai Yu (Central Force), Jeremy Lim (ENVO BPO Services), and K. Pathma (TrainLegal.asia).

Here's to stronger partnerships and continued knowledge-sharing!



# NEWS & MILESTONES

## MALAYSIA CONSUMER TREND REPORT

### MALAYSIA CONSUMER TREND REPORT

Uncovering the latest consumer behaviour trend to make data driven business decisions.

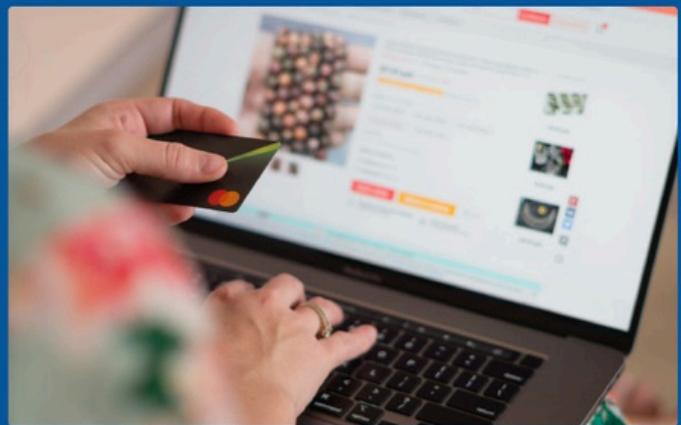
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### Online Shopping & E-Commerce



Many Businesses in Malaysia often ask:

"Should I sell online, open a physical store, or do both?"

Malaysia's e-commerce sector continues to grow steadily, with RM292.3 billion in income recorded in Q1 2024, according to the Department of Statistics Malaysia.<sup>1</sup> Platforms like Shopee, Lazada, and TikTok Shop have become household names, transforming shopping into a mobile-first, highly social experience.

While this presents major opportunities, it also brings new pressures. SMEs face rising competition, platform costs, and logistics challenges, while consumer expectations for speed and service keep increasing. The line between online and offline is fading — and businesses must now think in hybrid terms.

This section explores where Malaysians are shopping online, what influences their choices, and how businesses can stay competitive in an increasingly digital-first world.

<sup>1</sup>Department of Statistics Malaysia, Malaysia Economic Outlook Review (MEOR), August 2024, <https://www.statistics.gov.my/motor/2024/08/>

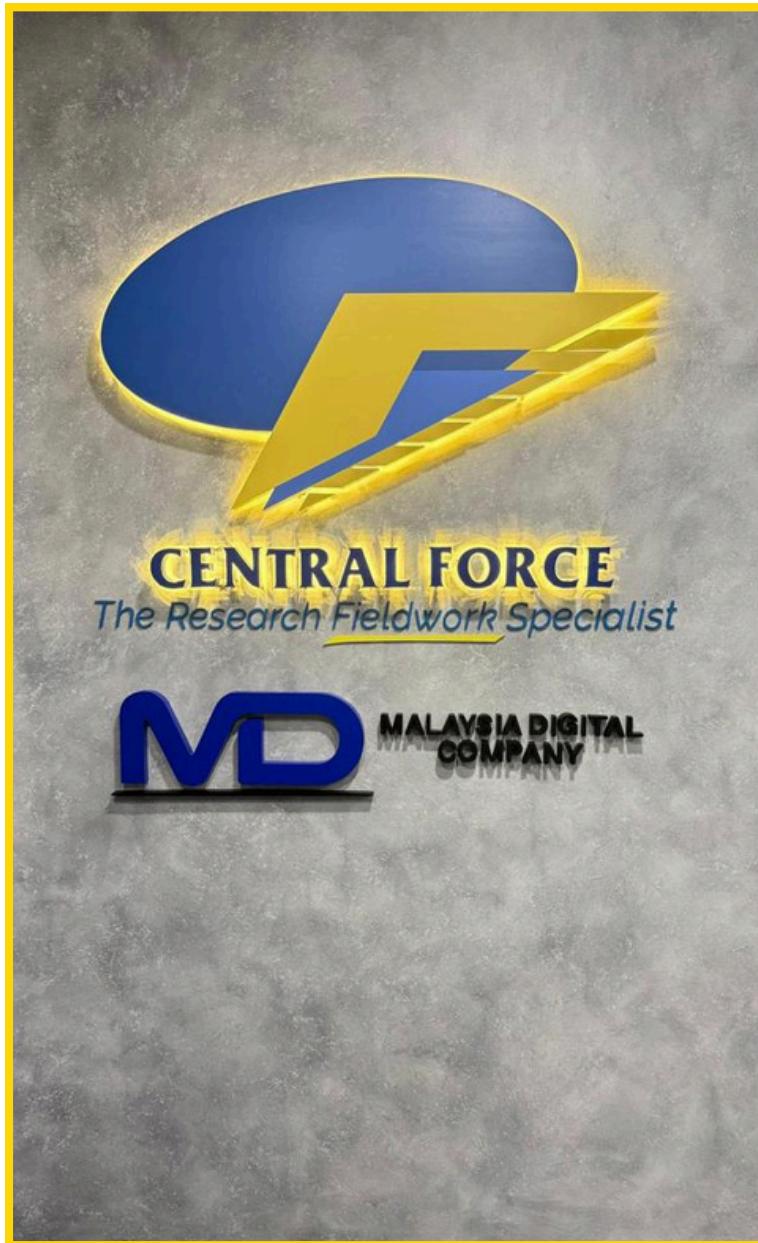
Malaysia Consumer Trend Report 2025

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The Malaysian consumer is undergoing a major transformation. Central Force has published its latest Consumer Trend Report 2025, available on our website in three languages: Malay, Chinese, and English exploring the rise of the hybrid shopper and revealing that 85% of consumers now alternate between digital and physical storefronts.

# NEWS & MILESTONES

**Central Force is now officially recognized as an MD Company (Malaysia Digital)**



Proud milestone achieved, Central Force is now officially recognized as an MD Company under Malaysia Digital, a step forward in driving digital innovation and impact.

# NEWS & MILESTONES

## MRSM Annual Conference 2025



### Central Force at MRSM Annual Conference 2025

On 29th October 2025, Central Force had the pleasure of attending the Marketing Research Society of Malaysia (MRSM) Annual Conference held at Asia Pacific University (APU).

It was a phenomenal opportunity to connect with industry experts and our community, gaining fresh insights and perspectives. A huge thank you to our amazing speakers from Maybank to SKIM Singapore for sharing groundbreaking ideas and challenging our thinking.

We also extend our gratitude to Asia Pacific University (APU) and all attendees who contributed to making the conference a great success.



### CHER AND FAIZA WIN AT MRSM CONFERENCE

Cher and Faiza won at the MRSM Conference for their matcha trend study, which revealed that matcha is especially popular among professional women aged 25–44. Their research highlighted health-driven consumption, consumer attitudes toward shortages, and strategies for engaging non-matcha consumers.

### YIJING AND LOKE WIN 2ND PLACE AT MRSM RESEARCH GOT TALENT

Yijing and Loke won 2nd place at the MRSM Research Got Talent competition for their study on Malaysians' attitudes toward AI, exploring readiness, trust, job concerns, and demographic differences using the Spinning Jenny as a historical example.



# NEWS & MILESTONES

## PARTNERSHIP WITH SHARE PARTY



≡ News

**Shareparty Insights and Central Force Forge Strategic Partnership to Transform Consumer Intelligence in Asia**



**Central Force International**  
<https://www.cforce-int.com>



**Shareparty Insight**  
<https://www.sharepartyinsight.com/>

CENTRAL FORCE is proud to announce our collaboration with ShareParty Insight, marking another step forward in connecting people, data, and technology.

Through this partnership, Central Force International is bringing research participation closer to the public, making it simple, engaging, and rewarding for everyone.

This initiative reflects our shared belief that genuine insights start with genuine voices. Together, we're shaping the future of data collection through innovation and collaboration.

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# NEWS & MILESTONES

## Partnership Announcement



### Announced at Gitex Expand North Star 2025 Dubai:

**CENTRAL FORCE** partners with Türkiye-based Homogram to deliver advanced data collection and market research solutions, marking Central Force's strategic expansion into the Turkish and MENA-Eurasia region.



### Central Force signs MOU with Najoomi.ai, Pakistan.

**CENTRAL FORCE** has entered into a Memorandum of Understanding with Najoomi.ai, a leading AI research company in Pakistan. This partnership marks a significant step in advancing Central Force's research capabilities by integrating artificial intelligence into its projects. Through this collaboration, both organizations aim to accelerate innovation, strengthen data-driven insights, and expand the scope of research across diverse sectors.



# NEWS & MILESTONES

## Central Force in News

- 1% of Malaysians want sustainable products, but price is still the main barrier. (Business Today news)
- Eco-friendly vs. Affordability Can Intentions Match Reality? (Sarawak Tribune news)
- Malaysians support eco friendly products, but price is still the most important! (988 news)
- Rising wages, but life's still tough. 77% of Malaysians say they're struggling with daily expenses. (Business Today news)
- Wages go up but prices go up too! 77% of Malaysians say living costs are still unaffordable. (East Online news)
- Gaji meningkat, tapi hidup masih sukar. 77% rakyat Malaysia mengatakan mereka bergelut dengan perbelanjaan harian. (My Metro) (Rnggt news) (malaysia gazette news)
- 68% of Malaysians Skipped 11.11 Sales in 2025, Central Force Report Reveals Shift Toward Value- Driven Shopping. (Business Today news)



# NEWS & MILESTONES

## CENTRAL FORCE ON RADIOS



## MARKETING MOJO



### Offline & Online: How Malaysians Really Shop in 2025

Malaysian shoppers are no longer just online or offline, they are both, often in the same purchase journey. The Malaysia Consumer Trend Report 2025 reveals that 85 percent of consumers switch channels before they...

[bfm.my](http://bfm.my)

LISTEN on **BFM 89.9**  
podcast

# NEWS & MILESTONES

Introducing CF Insight Talk: Our New YouTube Hub!



Central Force has officially landed on YouTube! Our brand-new channel, CF Insight Talk, is now live, serving as your go-to destination for expert analysis on market trends, AI, and business strategy.

To kick things off, we've just released our first two video podcasts:

Episode 1: From Data to Decisions Featuring our CEO, See Toh Wai Yu, on how AI is transforming market research.

Episode 2: The Future of Insights – An in-depth look at how machine learning is reshaping the research landscape.



[YouTube.com/@cforce-int](https://www.youtube.com/@cforce-int)

# EVENT & CELEBRATIONS

## LAWA 2025 CONFERENCE

Ms. Sim delivered a session on inclusive workplace design for women, focusing on practical, flexible approaches SMEs can adopt to build supportive and empowering environments.



# EVENT & CELEBRATIONS

## LIFE AT WORK AWARDS

### Winner

Central Force is proud to be awarded Winner for Women at Work & Leadership at the Life at Work Award 2025. This recognition reflects our strong commitment to supporting women's growth through flexible work policies, leadership opportunities, and an inclusive culture that empowers women at every level of the organisation.



### Employee Care & Well-Being – 1st Runner Up

Central Force was also recognised as 1st Runner-Up for Employee Care & Well-Being, highlighting our continued efforts to prioritise staff welfare through supportive policies, mental health initiatives, and a healthy work-life balance.

### Best Small Medium Enterprise – 1st Runner Up

This recognition highlights Central Force's strong business performance, agile leadership, and commitment to sustainable people-first practices, positioning us as one of the top-performing SMEs in Malaysia.

# EVENT & CELEBRATIONS

## EXPAND NORTH STAR 2025



**CENTRAL FORCE** joined MDEC at Northstar Dubai, representing Malaysia on a global innovation stage. The team engaged with investors, startups, and potential partners, showcasing Central Force's regional research capabilities, CATI infrastructure, and multilingual expertise. The event expanded Central Force's international network, strengthened Malaysia's presence in the global research ecosystem, and inspired new ideas for growth and collaboration.



# EVENT & CELEBRATIONS

## MYWIRA EVENT

Central Force participated as an exhibitor at the TalentCorp Wanita Accelerator event, where we had the opportunity to connect and exchange ideas, and explore collaborations with other industry players, all in support of advancing women in the workforce.



# EVENT & CELEBRATIONS

## A Night to Remember: Central Force 29th Annual Dinner

What an unforgettable night at our **29th Annual Dinner**! It was an evening filled with joy, laughter, and memories that will be cherished for years to come.

A heartfelt thank you to everyone who joined us and made the night truly special. From reconnecting with colleagues and celebrating our achievements to enjoying great food, entertainment, and camaraderie, the event perfectly reflected the spirit of Central Force.

Here's a glimpse of the amazing moments we shared, capturing the energy, excitement, and togetherness that made the evening so memorable.



# EVENT & CELEBRATIONS

## A Night to Remember: Central Force 29th Annual Dinner



# EVENT & CELEBRATIONS

## Best Staff Award Recognition



One of the highlights of our Annual Dinner was the presentation of the **Best Staff Award**, celebrating team members who have shown outstanding performance, dedication, and commitment throughout the year. The award honored individuals who consistently went above and beyond in their roles, demonstrated strong teamwork, and contributed significantly to Central Force's growth and success.

It was a proud moment as we recognized their hard work, positive attitude, and exceptional contribution to the company a well deserved acknowledgement of their excellence.



### Long Service Award – 5 Years

Congratulations to Linda and Veron on 5 years with Central Force. Thank you for your dedication and valuable contributions. We're proud to have you as part of the Central Force family.



# EVENT & CELEBRATIONS

## 10 Years in Central Force



### Loyalty Application Fund

We are pleased to acknowledge Arlin binti Ali Usar for utilising the Loyalty Application Fund, demonstrating ongoing dedication and commitment to the organisation. This initiative supports our employees' professional growth and recognises long-term loyalty.

### Long Service Award – 25 Years

Central Force proudly recognises Chok Chee Wan for 25 years of dedicated service. This milestone reflects exceptional commitment, professionalism, and invaluable contributions that have helped shape the success of our organisation.



# EVENT & CELEBRATIONS

## BNI Corporate Visit to Central Force: Inside the World of Market Research Malaysia



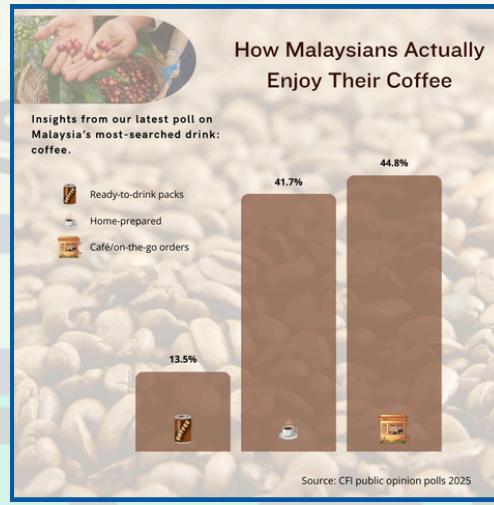
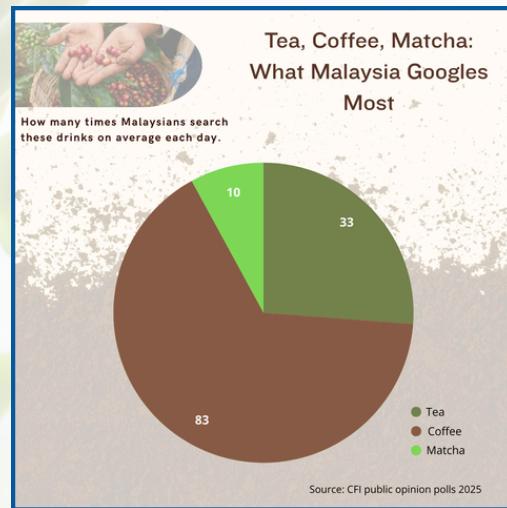
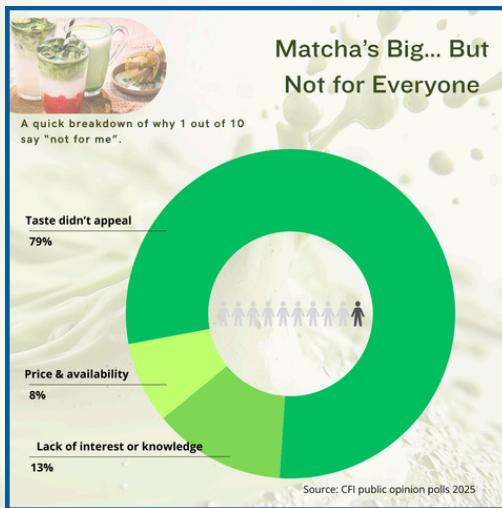
In October, Central Force opened its doors to BNI members for an immersive corporate visit inspired by our original invitation to “see how opinions are gathered and turned into insights.” Guests experienced a live focus group, explored our research methodologies, and discovered how our work helps governments, brands, and NGOs make better decisions every day.

The session was especially valuable for auditors, accountants, professional services, consultants, branding and marketing agencies, as well as medium to large businesses and next generation business owners.



# DATA INSIGHTS

## What Malaysians Search for Most: Tea, Coffee or Matcha?



Recent data shows that coffee dominates Malaysians' online searches, with an average of 83 searches per day, far surpassing other beverages. Tea follows with 33 daily searches, reflecting its steady popularity, while matcha remains a niche interest at 10 searches per day.

This trend highlights Malaysia's strong coffee culture, while also showing growing but selective curiosity toward specialty drinks like matcha.

# DATA INSIGHTS

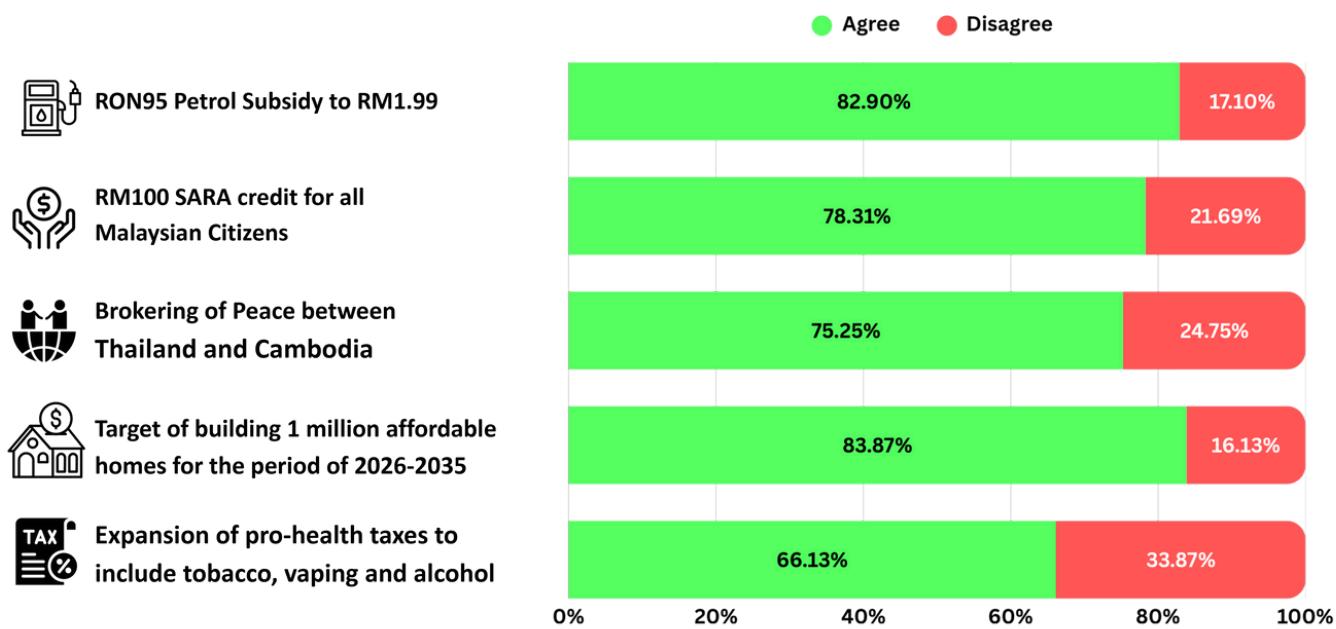
## Malaysians Cheer Affordable Housing and Petrol, Less Certain on 'Sin' Taxes: PM's Actions Garner Strong Public Support

The Prime Minister's recent policy blitz has hit a sweet spot with the Malaysian public, with two major domestic initiatives securing overwhelming approval. The bold target of building 1 million affordable homes by 2035 was the runaway favorite, earning an 83.87% 'Agree' rating, signaling deep public concern over housing affordability. A close second was the RON95 petrol subsidy (RM1.99), which saw 82.90% agreement a clear win for managing the cost of living.

Even the substantial RM100 SARA credit was strongly backed at 78.31%, showing appreciation for direct aid. On the foreign policy front, the PM's role in brokering peace between Thailand and Cambodia was also well-received, with 75.25% support.

The most polarizing action, however, was the expansion of pro-health taxes to include tobacco, vaping, and alcohol, which saw a significantly higher 'Disagree' rate (33.87%) compared to all other policies. While still approved overall (66.13%), this finding suggests a notable segment of the public is resistant to taxes on these "sin" goods, highlighting a key area of public debate.

### Public Perceptions of the Prime Minister's Recent Actions



# EMPLOYEE SPOTLIGHT

**CFI highlight Cher for her dedication, sharp focus, and creative approach that adds value to the Central Force team.**

## 1- What's your role at Central Force, and what do you enjoy most about it?

I'm a Marketing Executive and what I really enjoy about my role is getting to explore different things and work across various industries. What I also love about my job (and surprisingly so) is the people. There are a lot of young, fun, and fun-spirited souls at CF, which makes the work environment really enjoyable.

## 2- How do you stay focused and motivated during busy days?

I survive on to-do lists, a bit of controlled chaos, and reminding myself that everything will eventually get done 😊 Checking things off my list is oddly satisfying, and when things get really busy, I just take it one task at a time (plus a short break here and there to reset).

## 3- What's one skill or habit that really helps you at work?

Staying organised (or at least trying to be 😊) definitely helps, but another big one for me is communication. I always believe that if something's unclear, it's better to talk it out rather than trying to figure everything out on your own. I'm also very open to ideas if someone suggests a better approach, my response is usually "why not?" because exploring different ideas never hurts and often leads to even better solutions.

## 4- You're great at TikTok — how did you get into creating content?

TikTok is honestly my favourite app — I'm on it all the time 😊 It started off with me dragging my friends into making content together just for fun, and at some point I thought, why not do the same for CF? It felt like a fun way to be creative, share our culture, and show a more relatable side of the team.

## 5- Any quick advice for teammates who want to improve or try something new?

Just go for it and don't overthink too much. Trying something new doesn't have to be perfect, you learn along the way. Be open to ideas, talk things out, and honestly... why not? You never know what you might discover until you try.



# NEXT UP AT CENTRAL FORCE



Chinese New Year 2026



Hari Raya 2026



Annual Dinner 2026

2026 is going to be a huge year for Central Force! We're kicking things off with celebrations for the Chinese New Year and Hari Raya. It's always great to share those moments of unity and joy with everyone.

But the big one we're prepping for is our 30th Annual Dinner Party! Thirty years is a huge deal. It's a night dedicated to celebrating where we started, what we've achieved, and most importantly, the amazing people who make up our team. We're finalizing the details now. Keep an eye out for official invites soon!