

THE FORCE RENAISSANCE

Central Force International

NAVIGATION GUIDE

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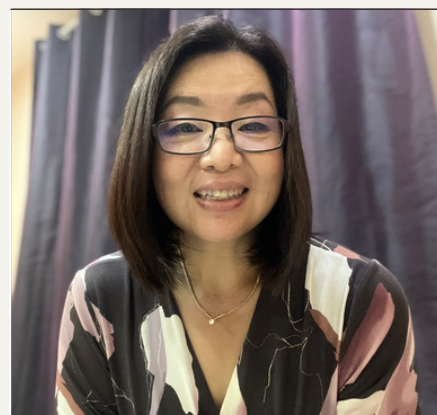
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V.C.O.O INSIGHTS

Dear valued Team, Stakeholders, Clients and External Partners,

Over the past months, Central Force has seen a significant increase in our client base, a testament to the quality of our work and the dedication of our team. This dedication to our craft has not only earned us numerous awards but also the trust and respect of our clients. I want to take this opportunity to thank everyone for their contributions.



Sim Siew Khoon

In October, our company was honored with not just one but two awards at the prestigious TalentCorp's Life At Work Awards! These awards are not just trophies that shine on our shelves, they are a symbol of our commitment and passion for our work and our dedication to providing the best market research services in Malaysia! Our win has also been featured in TalentCorp's 2023 [winners list](#) on their official website. This recognition is a reflection of our collective efforts and the unique talents everyone brings to our company.

Looking ahead, we have exciting plans to further strengthen our position in the industry. I am confident that with our strategic plans and everyone's continued dedication, we will reach even greater heights. Let's continue to work together, learn and make our mark in the market research industry.

Thank you.

Best Regards,

Sim

V.C.O.O



INTERNAL AFFAIRS

MRSM Bowling Tournament 2023

The Market Research Society Malaysia (MRSM) organized their 8th annual bowling tournament on 15 September 2023 and of course Central Force wouldn't miss this opportunity to showcase our multit talented CF-ers to the world! Aqila, Cher, Gerard, Yoga, Zedi, Keven, Alvin, Loke, Fatin, Faiza, Muz, Mery, Wanessa, Farhan and Atikah handpicked from various departments proudly represented our company at the exciting tournament which was held at the spacious Sunway Mega Lanes in Sunway Pyramid Shopping Mall.

Their performance at the tournament was not just about winning or losing, but about showcasing their talents, fostering team spirit and representing Central Force with pride and honor. The MRSM 8th annual bowling tournament was indeed a memorable event, one that the CF-ers would cherish for a long time. It was a testament to our multi-talented nature and a reminder that at Central Force, everyone is a star!



Life At Work Awards 2023

18 October 2023 was a remarkable day for all of us at Central Force as we bagged 2 prestigious awards at the LAWA Awards 2023. The dazzling event was held at the lavish President Ballroom in M Resort and Hotel, Kuala Lumpur. Despite being a small team we showed the world that we are a powerhouse when our young, vibrant and ball of fire HR Executive, Tana owned the stage and clinched the Champion title in the Promising Young HR Category! The night of victory didn't just end there as we bagged the Second Runner-Up spot under the Care Category for SME as well!

This win is a monumental accomplishment for our company and without a doubt demonstrates the hard work and dedication of our CF-ers. Here's to many more awards, celebrations and the unstoppable force that is Central Force!



INTERNAL AFFAIRS

WIN APAC Meeting 2023

Our dynamic and visionary marketing team comprising of Wai Yu, Sim, Sam, Gerard and Leonard attended the WIN APAC Meeting 2023 in Hanoi, Vietnam recently in October. The theme of the meeting was "Innovation in Research", and it was an excellent chance for our marketing team to equip themselves with the latest updates in the market research field.



Design Thinking Training

All our HODs and Tana, our HR Executive immersed themselves in a transformative training session led by phenomenal trainer, Mr. Yip recently. They had an awesome time diving into the world of Design Thinking - a powerful approach that transcends traditional problem-solving. Through engaging discussions and group activities, all of them are excited to have picked up a cool new skill that will come in handy in our daily tasks moving forward!



COMPANY HAPPENINGS

Annual Dinner

As the entire world entered the pandemic and everyone's lives underwent a sharp and significant shift, our regular routines and office celebrations had to be put on pause until everything returned to normal. Hence, when the restrictions were lifted and lives began to go back to normal, we decided it was the right time to have our most waited event of the year - Annual Dinner!

Our annual dinner this year was indeed a moment to remember for all of us here at Central Force as it gave us an opportunity to get together to celebrate our successes after enduring a prolonged period of separation during the pandemic.

In the weeks leading up to the grand event, every corner of the company buzzed with enthusiasm as all our departments synchronized their efforts to transform the event venue into an alluring spectacle. From logistics to catering, backdrop, decorations and everything in between, our Annual Dinner Committee made up of representatives from each department made sure the event was a memorable one for all of us.

Themed "The Grand Return," the magnificent occasion took place at the Feast @ Sheraton PJ on the 4th August. Approximately 120 CF-ers graced the gala with their presence and beyond a doubt, it was an alluring evening of celebration, laughter and unity.

Cher and Zahidah perfected their duty as joyful and vibrant hosts of the evening. Mouth-watering dishes, appetizing desserts and drinks were served and everyone enjoyed their meals while catching up with one another. On top of that, there was an award presentation session to recognize and appreciate our top-of-the-line performers and contributors.

As we reflect back on this beautiful gathering, it is evident that this event was not just about returning to our ordinary life at work; it was about rekindling the connections that form the core of our Central Force family.

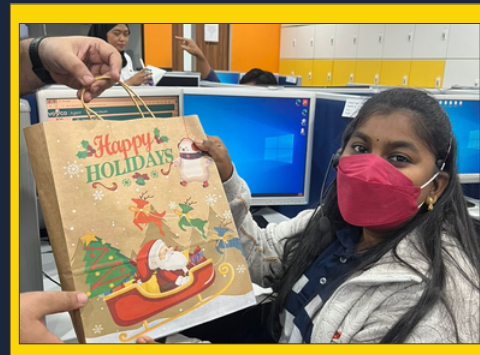
With a renewed sense of purpose and optimism, we are now energized to face the new chapter at work. Here's to more accomplishments, successes, gatherings and laughter!



COMPANY HAPPENINGS

Christmas Extravaganza Giveaway

In the spirit of the holiday season, we wanted to express our heartfelt appreciation for our dedicated CF-ers. As a token of our gratitude, we've curated special Christmas goodie bags filled with delightful treats. Each bag is brimming with specially selected items to bring warmth and cheer into your homes. We hope these small tokens serve as a reminder of our appreciation for your hard work and dedication throughout the year. Here's to a joyous Christmas and a prosperous New Year!

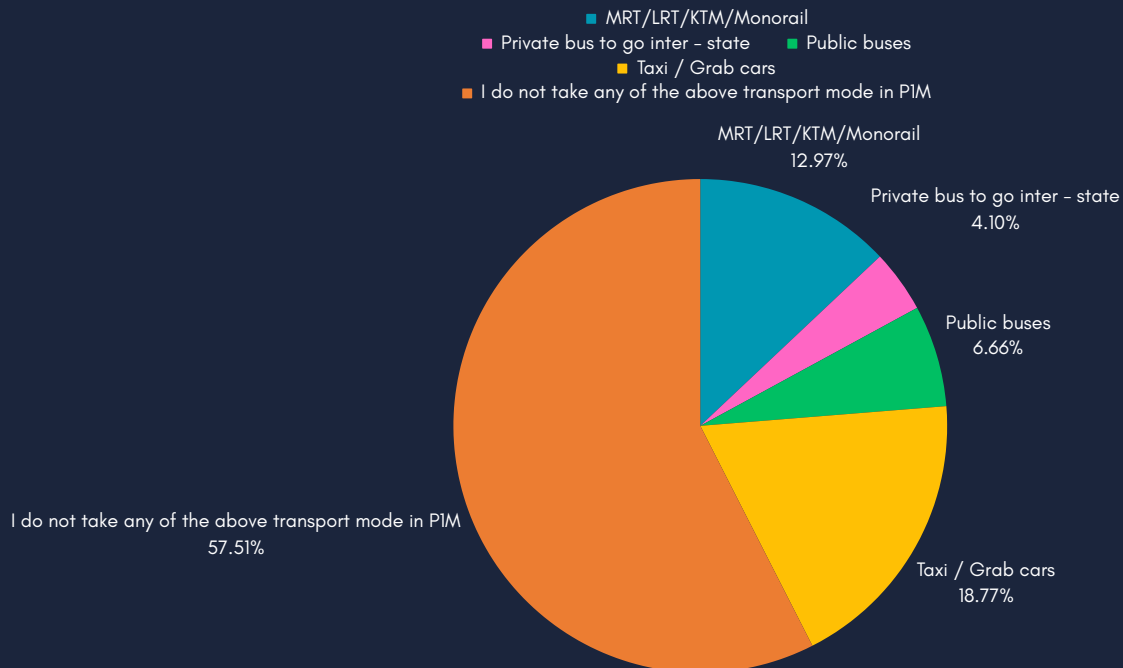


CATIBUS DATA

CATibus Data

Some interesting information from our recent CATibus insights :

1. In the past 1 month, have you taken any of the following transportation mode?



Only 23.7% of Malaysians take public transportation, especially trains and buses, indicating a potential need for improved accessibility, affordability and awareness of these services to promote their usage.

2. The most pressing issues for Malaysians are 'Corruption' (13.7%), 'Pollution' (11.12%), and to improve the 'Public Health Sector' (10.9%)



3. Only 20% of Malaysians follows the 3 'R's regularly – Reduce, Reuse, Recycle.



FUN TRIVIA



The average attention span of consumers is now 8 seconds, which is 1 second less than that of a goldfish. This has decreased by 4 seconds since 2000.



It takes about 0.05 seconds for users to form an opinion about the website they visit



The Sarawak Chamber in Malaysia's Gunung Mulu National Park is the world's largest cave chamber by area. A section of the caves, known as Deer Cave is so large that it could fit around 40 Boeing 747 jetliners



Malaysia is among 17 countries with a vast variety of animal species, hosting 20% of all the species in the world



Humans shed about 600,000 particles of skin every hour



NEXT ON THE AGENDA

Central Virtues



Introducing **Central-Virtues** – the **pathway principles** for everyone at Central Force. Our tasks and responsibilities at work should be carried out with these values in mind, ensuring that ethical standards, unwavering quality and genuine care are embedded in every action we take and every decision we make.

