

Buzzwords Press Conference

Syafiq: With the conclusion of the deal between Syafiq.com and Apit Sdn. Bhd., we find that we will reap the benefits in a win-win situation as we will exploit the strengths of each other and turn the product into a better good.

Media: What will be your strategy to overcome your fierce competitors on the market?

Syafiq: Well, I'm afraid I can't tell you that as competitors will be ready to fight our strengths if I reveal it. Can you please ask a more relevant question?

Media: With the conclusion of this deal, will both companies focus on results rather than the needs of the clients?

Syafiq: As far as I'm concerned, we are more client-focused rather than result-driven. This is a mindset that we will never change. We must have a very strong customer base so that we can expand further in the market. In other words, a lost customer means a lost opportunity.

Media: Do you have the confidence that this plan will succeed?

Syafiq: In my opinion, yes. I think that we are robust enough to overcome our competitors and the environment around us. This deal is a result of the synergy between the two companies. With perfect execution, the product will be a success. Remember that we will always be quality driven to improve our product to meet the demands of the customers.

Media: There are rumours that one of your competitors, Ikhwan Enterprise, had stolen a march on your company by sealing a deal with Apit Sdn. Bhd before you did. Can you comment on that?

Syafiq: I'm out of the loop about this. But for me, rumours are just rumours. In my opinion, this rumour just came out of the blue to shatter our confidence and collapse on the market. We already have a game plan with Apit Sdn. Bhd to expand further. We will leverage our advantages and their advantages to the fullest.