

Company Profile

# My Healthland

*Family Wellness Center*



*Mett Wellness*  
*Mett Opportunity*

[healthland.com](http://healthland.com)





# Who Are We?

## Our Brand Positioning

Malaysia's only  
wellness center that  
offers holistic wellness  
solutions to the mass  
middle class whilst  
maintaining its appeal  
to the affluent.

Top of Mind: "LUXURY ON THE CHEAP"



# Where Are We Going?

*HealthLand's vision is to pioneer the concept of total wellness and to establish the highest level of professionalism in the industry.*



# Our Mission

HealthLand is dedicated to its mission to create a  
**home of wellness** where:

- Customers (patrons) feel like home at HealthLand.
- Therapists (employees) feel like home working at HealthLand.

# Why WELLNESS Industry

- The wellness industry is one of the most notable businesses booming in the new millennium. As consumers are more concerned about their modern hectic lifestyle, hence taking care of their well-being is something not to be neglected.
- As we all know, health is definitely on the top priority of ones life. When our health is at its peak, our life will also follow. Healthland strongly believes that the wellness industry is not only a 'lifestyle business' as perceived by many but a necessity for the modern society.
- Consumers are constantly educated with knowledge on health, especially from media and are taking initiatives to improve their well-being. Wellness is surely the new-age business with enormous potential.

# Products and Services

## amante - Nail Spa and Body Care





# Products and Services



HealthLand Hair Care

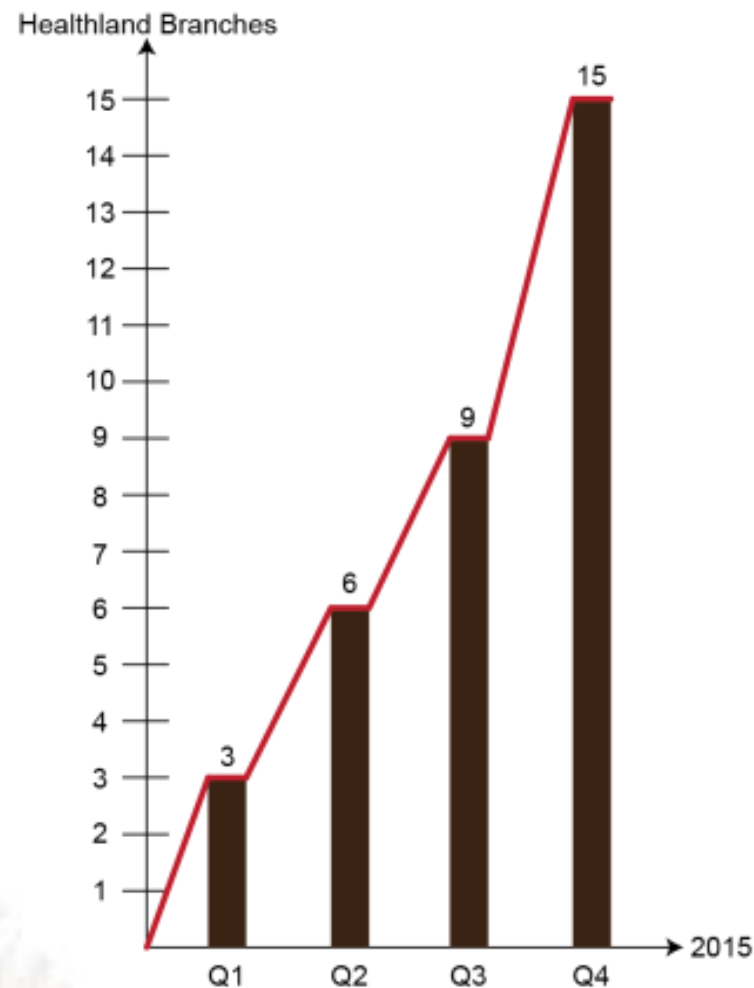


Natural Handmade Soap



Herbal Foot Soak & Scrub

# Achievements of HealthLand







HealthLand Senior Home  
2008年10月

# HealthLand Wellness Center

## 信心来自品质

### HealthLand Family Wellness Center 10大必知

- 健康理念**：以人为本，以人为本，以人为本。
- 服务理念**：以人为本，以人为本，以人为本。
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HealthLand Senior Home  
2008年10月



HealthLand Senior Home  
2008年10月



HealthLand Senior Home



HealthLand Senior Home



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HealthLand Senior Home

# PORT FOLIO





**HEALTHLAND SUBANG TAIPAN**

HealthLand  
Wellness Center





# HEALTHLAND SIGNATURE TAMAN DESA





**HEALTHLAND PUCHONG**

HealthLand  
Wellness Center







**HEALTHLAND SIGNATURE SETIA ALAM**



**HEALTHLAND SETAPAK**

# FOTO





**RECEPTION AREA**

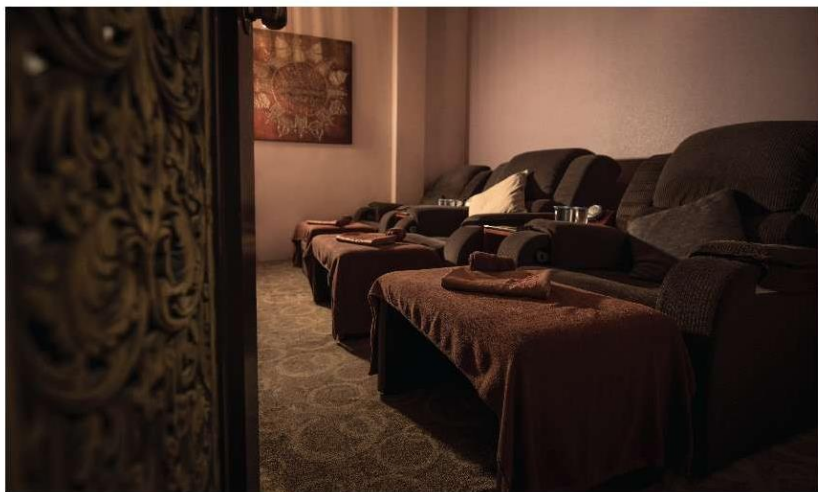


**FOOT MASSAGE AREA**



**FOOT MASSAGE AREA**





**FOOT MASSAGE AREA**



# TREATMENT ROOM





# TREATMENT ROOM



# TREATMENT ROOM



# OUTLETS

# Current Outlets Malaysia

1. Healthland Taman Desa
2. Healthland Setapak
3. Healthland Bukit Jalil
4. Healthland Sri Hartamas
5. Healthland Uptown Damansara
6. Healthland Bandar Utama
7. Healthland Aman Suria
8. Healthland Kuchai Lama
9. Healthland Sri Petaling I
10. Healthland Sri Petaling II
11. Healthland Kepong
12. Healthland Signature, Dr. SIS
13. Healthland Penang
14. Healthland Bangsar
15. Healthland Mont Kiara
16. Healthland SS2
17. Healthland Puchong





# Current Outlets Malaysia

18. Healthland Nusa Bestari
19. Healthland Section 14
20. Healthland Arkadia
21. Healthland Bandar Botanic
22. Healthland Malaca
23. Healthland Subang SS17
24. Healthland Setia Alam
25. Healthland Subang Taipan
26. Healthland Kota Kemuning
27. Healthland Balakong
28. Healthlans Cosmo Subang Jaya
29. Healthland Cheras
30. Healthland Renaissance Hotel
31. Healthland Taman Connaught
32. Healthland Changkat Dollah

**Healthland Northbridge Australia**





### Setapak Branch

Unit G-1, M-1, 1-1 & 2-1,  
MH Avenue No 2, Jalan Bunga Kantan,  
Off Jalan Genting Kelang,  
53300 Setapak, Kuala Lumpur.



### Damansara Uptown Branch

No 116 & 118, Jalan SS21/35,  
Damansara Utama, 47400  
Petaling Jaya, Selangor.





### **Sri Petaling Branch**

47, Jalan Radin Tengah,  
Bandar Baru Sri Petaling  
57000 Kuala Lumpur.



### **Taman Desa Branch**

No 18 & 20, Jalan 4/109E,  
Off Jalan Kelang Lama,  
Taman Desa Business Center,  
58100 Taman Desa, Kuala Lumpur.





### **Taman Botanic Branch**

No 61, 61-1, 61-2,  
Jalan Mahogani 5, Bandar Botanic,  
41200 Klang, Selangor.



### **Kepong Branch**

No 43, Jalan Rimbunan Raya 1,  
Laman Rimbunan Kepong,  
52000 Kuala Lumpur.



### **Desa Park City Branch**

Unit E-G-6 & E-G-7, Block E,  
Plaza Arkadia, No 3, Jalan Intisari,  
Desa Park City 52200 Kuala Lumpur.



### **Taman Segar Branch**

No 14, Jalan Manis 1,  
Taman Segar Cheras  
56000 Kuala Lumpur.





### **Sri Hartamas Branch**

18-1 & 18-2, Jalan 31/70A,  
Desa Sri Hartamas,  
50480 Kuala Lumpur.



### **Kuchai Lama Branch**

No 13 & 15, Jalan Kuchai Maju 8,  
Off Jalan Kuchai Lama,  
Kuchai Entrepreneurs Park,  
58200 Kuala Lumpur.



### **Bandar Utama Branch**

No Lot 25125,  
Unit 1 & 2, Ground Floor,  
Lebuh Bandar Utama,  
47800 Petaling Jaya, Selangor.



### **Aman Suria Branch**

No 45, First Floor,  
Jalan PJU 1/45, PJU 1,  
Petaling Jaya, Selangor.





### **Penang Branch**

No. 56 & 58,  
Lorong Abu Siti Georgetown,  
10400 Georgetown Pulau Pinang.



### **Melaka Branch**

No.1, Pusat Perniagaan  
Kota Syahbandar,  
Jalan KPKS 5, Kota Syahbandar,  
75250 Melaka.





### Subang SS17

Level 5, Jaya Square,  
Jalan SS 17/2, Subang Jaya,  
47500 Subang, Selangor



### Serdang Branch

66-G, Jalan BS 1/1,  
Pusat Perniagaan Olive Hill,  
Taman Bukit Serdang,  
43300 Seri Kembangan, Selangor.



## Bukit Jalil Branch

No 2-1,  
Jalan Jalil Jaya 4 Jalil Link,  
Bukit Jalil, 57000 Kuala Lumpur.



## SS2 Branch (2nd Branch)

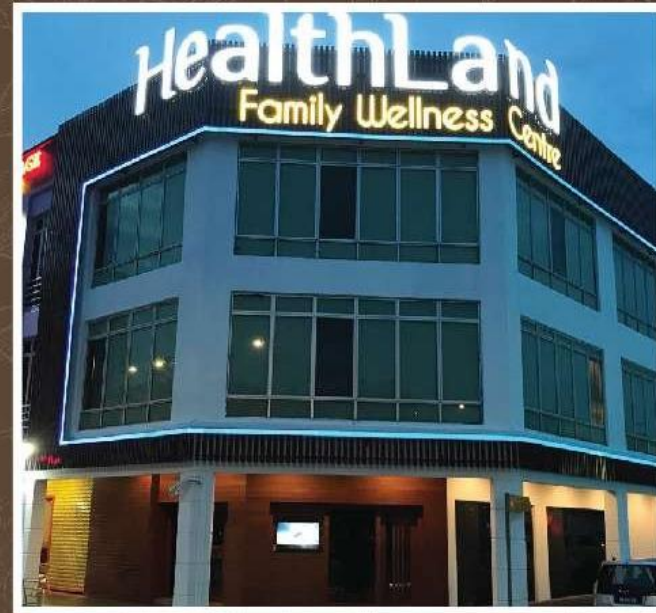
48, Jalan SS2/67,  
Petaling Jaya,  
47300 Selangor.





### **Mont Kiara Branch**

13-2, Jalan Solaris 2,  
Solaris Mont Kiara,  
50480 Kuala Lumpur,  
Federal Territory of Kuala Lumpur.



### **Nusa Bestari Branch**

No 26 G, 26-1 & 26-2  
Jalan Bestari 2/2,  
Taman Nusa Bestari,  
81300 Skudai, Johor.



# What's Next?

**Caviar of the East  
- Bird's Nest**



# Strong Customer Database

20000+ membership

73,000 Facebook fans





# How Do We Build The Business?

## Customer Focused Marketing Membership Strategy



**Over the next 6 months, over 30,000 cards pre-loaded with RM 50 will be issued out to promotional and business neighbours and corporate partners to induce trial with the aim of increasing Indulgence Club members to 10,000.**

# How Do We Build The Business?

## Customer Focused Marketing Mobile Community



It's about  
"What more can we give to  
our customers?"  
and not...  
"What more can we get out  
of them?"

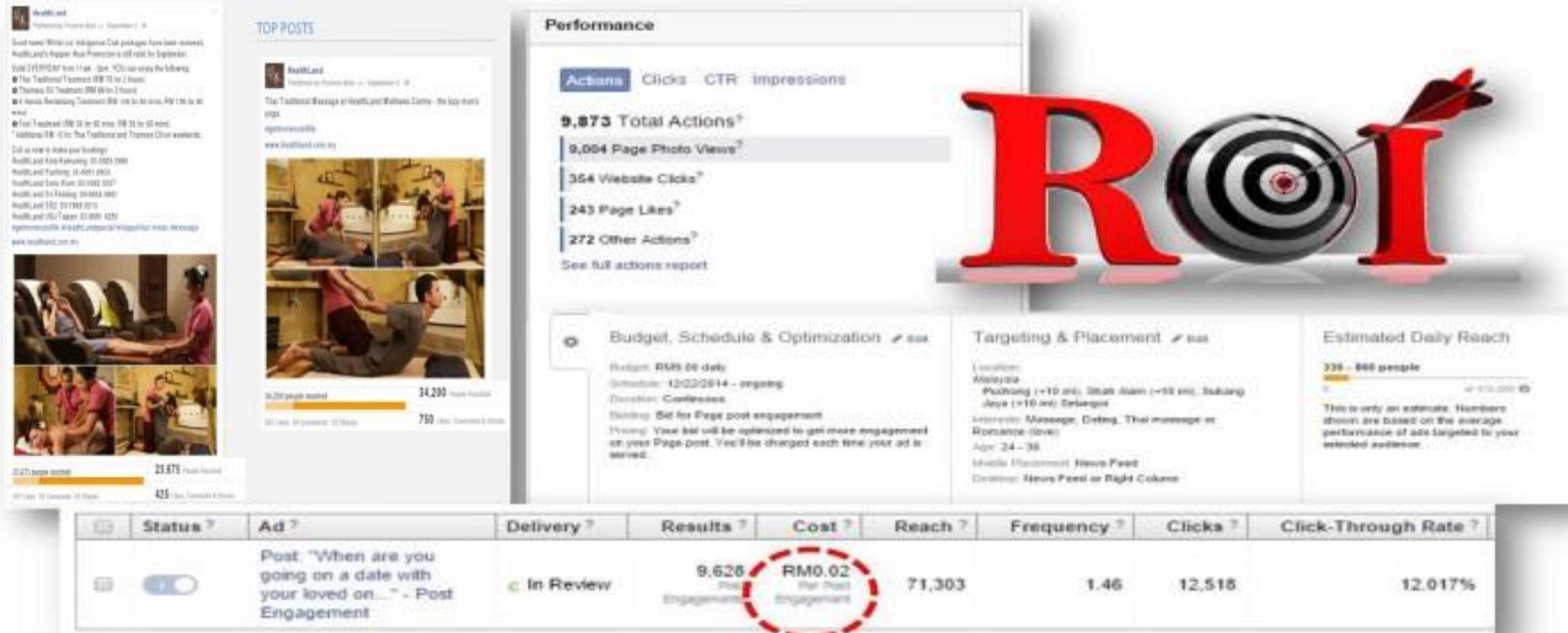




# How Do We Build The Business?

## Customer Focused Marketing

### Facebook Marketing



# Activities & Events





Alvin and The Chipmunks 2015



**Half Day Pampering Birthday Celebration**





**Reunion Party and Pampering Session**





Flash Sales



A decorative border with a repeating floral pattern in a light beige or cream color, framing the central text on the left and right sides of the page.

# HEALTHLAND CORPORATE SOCIAL RESPONSIBILITY



## Hanzhen for Austistic Children



[www.healthland.com.my](http://www.healthland.com.my)



Healthland Malaysia



/healthlandmalaysia



/healthlandmy

**Thank You**  
**Khop Khun Khap**