



www.tour-pack.com

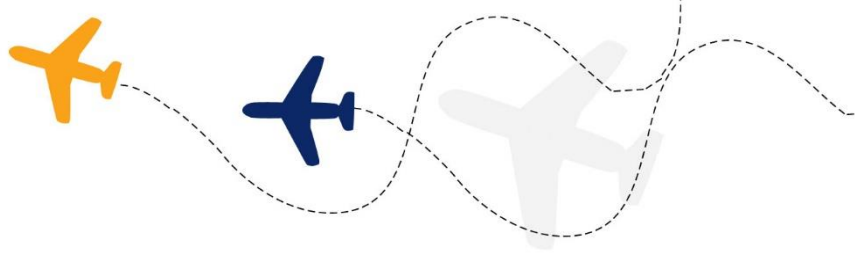
TOUR PACK

IT & SUPPORT TEAM

Jaringan Timur Tengah Holidays Sdn Bhd

COMPANY PROFILE 2022





Company Profile

March 2022



This Company Profile is intended as an Information Memorandum to clients and prospective business partners of **Jaringan Timur Tengah Holidays**.

The Profile outlines the existing business and highlights the underlying factors for the viability and sustainability of the Business.

Projections included herein are estimates based on currently available data and the existing capacity of the Company, and are updated annually.

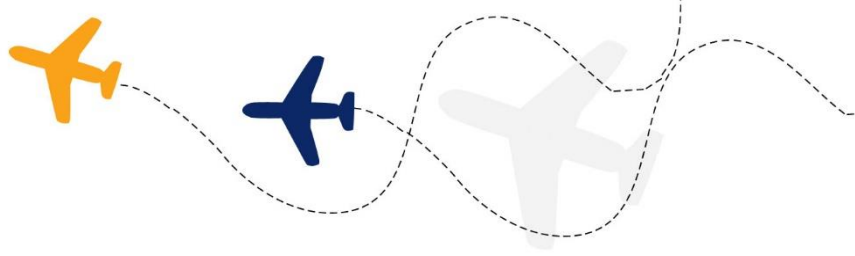
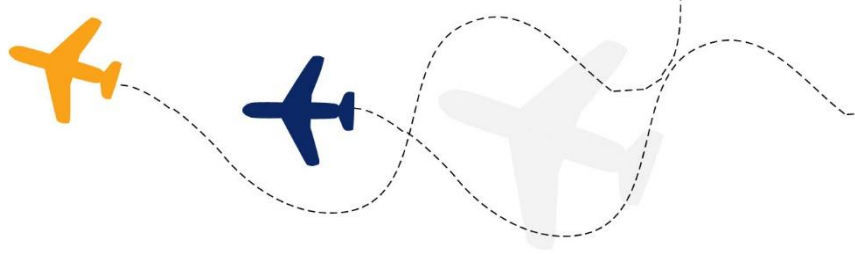


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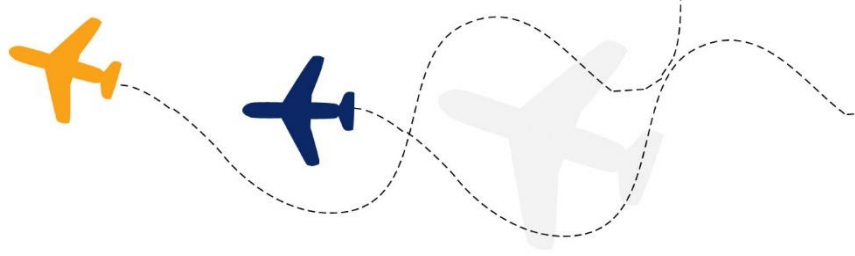
COMPANY OVERVIEW

West-Asia and Europe tourism industry have undergone rapid growth for its unparalleled nature and unique architecture over the last several last years in Malaysia and South East Asia. And the Middle East is not lagging. This has mainly been due to the start of a 'Visa Free' strategy in most of these countries like Iran, Turkey and most of the Balkan countries for South East Asian citizen. Geographically Middle East know as World Heart, linking Middle East with Europe. As one of the top tour operators of Iran, Caucasus, Turkey, Uzbekistan, Balkan and Europe in Malaysia, the **Jaringan Timur Tengah Holidays**, based in Kula Lumpur City Centre with Malaysian Travel Agent License number of and a member of the Malaysian Association of Tour and Travel Agents (MATTA), has been increasing the volume and value of tourism in Malaysia displaying the best treasures of the mentioned countries.

WHO WE ARE

Jaringan Timur Tengah Holidays. Is an affiliation of Tour-Pack Consortium, one of the top tour operators in Middle East, Central Asia, West Asia and Europe that offers a great deal of Tour packages for these destinations. Our tours are All-Inclusive packages that are customizable to give you a unique travel experience. We offer affordable Packages with the high standard of travel services.

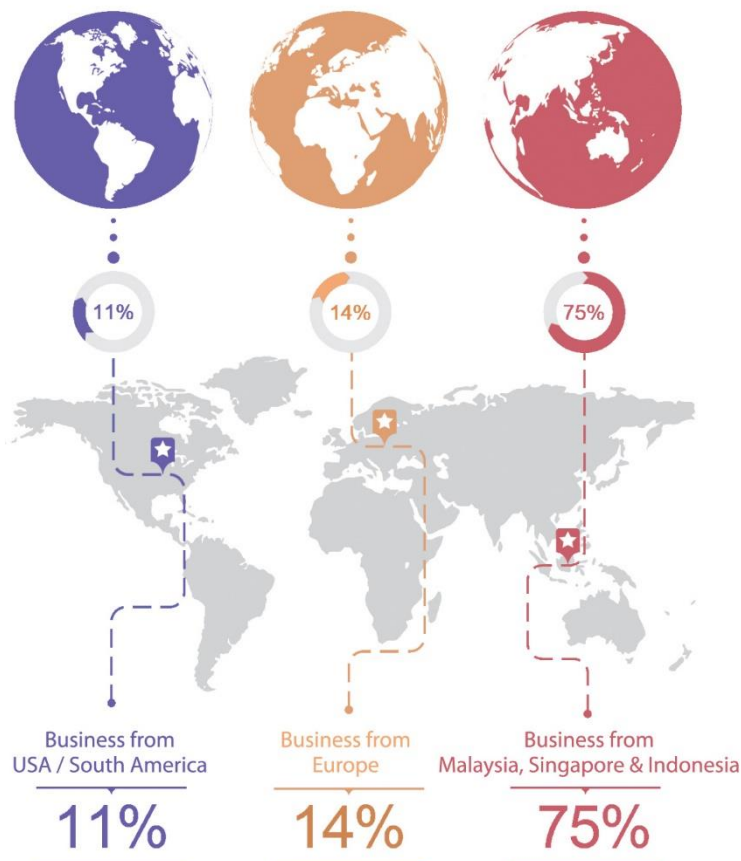




WHY BOOK WITH US

- Saves your time with our FREE itinerary planning for your inquiry
- We make it easy to book your tour packages through our B2B online platform
- We customise your trip to suit your needs and budget
- **Jaringan Timur Tengah Holidays** offers personal, professional, friendly services
- Makes planning and organising your holiday simple – you deal with one company and we'll deal with the rest
- We will look after all the small details so you can enjoy your holiday
- We offer the service of well-educated and professional independent tour guides
- Arrange side-trips and additional activities to enhance your holiday experience
- Once booked and confirmed we will guarantee the price you pay will not increase whatever the circumstances

Key Markets



Malaysia

Groups | FIT - Fully Independent Travel Flight | Packages | Grand handling

Singapore

Groups | FIT - Fully Independent Travel Flight | Packages | Grand handling

Indonesia

Groups | Flight | Packages | Grand handling

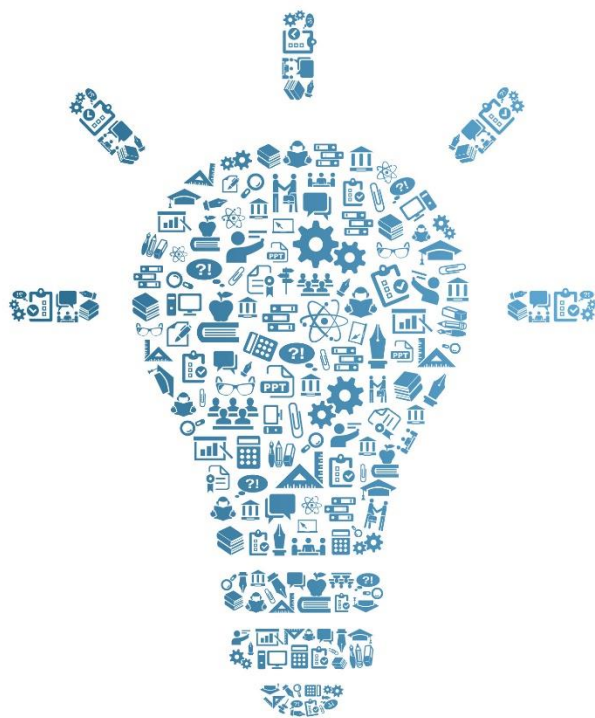
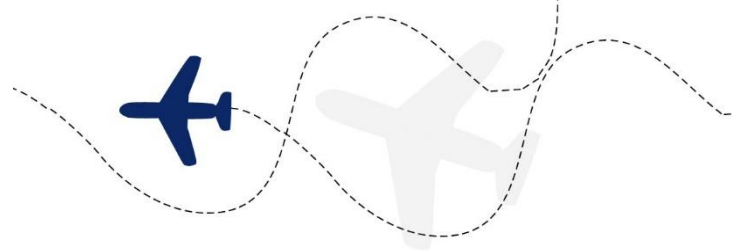
Europe

Groups | FIT - Fully Independent Travel Flight | Packages | Grand handling

USA / South America

FIT - Fully Independent Travel Flight | Packages | Grand handling

KNOW TODAY WHAT YOU NEED TO KNOW TOMORROW.



OUR VISION

To be leaders of multi-national travel management in the region and our clients' best partner, always providing the best possible product, with the highest quality of services, and demonstrating faithfully our commitment towards social and environmental responsibility.

OUR MISSION

“To be the best B2B oriented company, where agents can find and discover anything, they might want on our destinations with the lowest possible prices. We are committed to dedicating the highest quality of Customer Services in a sense of warmth, friendliness, and Company Spirit.”

Our mission is to deliver what we promise, and only promise what we can deliver and to create a credible environment where our partners can enjoy booking Tour packages with us.

Internally we intend to create and nurture a healthy, exuberant, respectful, and enjoyable environment, in which our employees are fairly compensated and encouraged to respect the customer and the quality of the service we intend to provide. In addition follow-up will be mandatory so as ensure customer satisfaction and make any improvements as recommended by the customers in future. We seek fair and responsible profit, enough to keep the company financially healthy for the short and long term, and to fairly remunerate employees for the work and effort.

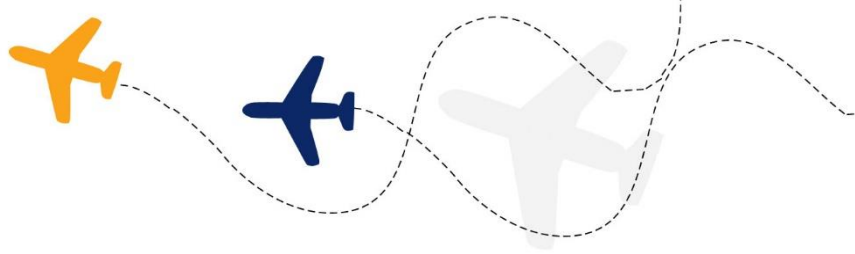


MANAGEMENT EXPERIENCE

Our qualified Management team has over two decades of experience. Each member of the senior management will dedicate as much time as necessary to ensure that our clients are satisfied and a successful continuation of business is maintained. The backbone of our award winning service has been our multilingual, knowledgeable, well-travelled team of consultants. All of whom are well oriented in customer satisfaction and are trained and qualified in the fields that they excel in. All staff has spent several years working within a business travel or airline reservation/ticketing environment. On-going training and orientation is a key objective to ensuring the excellent level of service is maintained year in year out.

WHAT MAKES US DIFFERENT

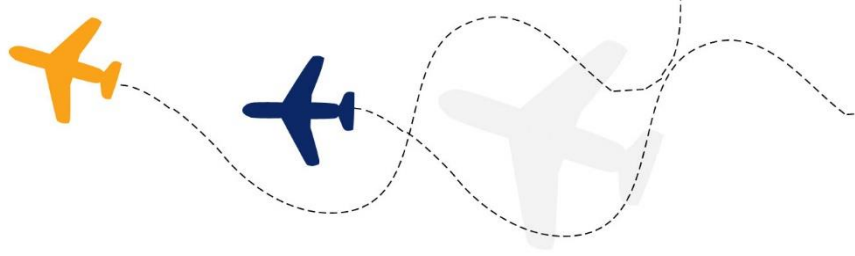
- We always try to go beyond the expectations of our clients.
- We are always B2B oriented and provide the best value of our Travel Agent spending.
- We care about our partners by attending them whenever and wherever required fulfilling all their needs from arrival to departure.
- We learn from our client's reviews and address complains through innovative techniques.
- We never make any false commitment and don't charge any hidden cost.
- We always try to leave a print of our tour experience in the mind and soul of the travellers as a permanent source of joy.



CORE VALUES OF OUR COMPANY

- To give every customer, partner and employee the power to create and share ideas and information instantly, without barriers.
- With great courage, integrity and love—we embrace our responsibility to create a world where each of us, our communities, and visitors would think of the promotion of eco-tourism.
- To sell our products at a reasonable profit keeping in mind the best satisfaction of the customers.
- We would always encourage the learning of our employees for growth and more hospitality.
- We would extend our highest respect and honesty to all our clients and remain accountable for any of their inconvenience arises from our side.





OUR ONLINE B2B BOOKING "WWW.TOUR-PACK.COM"

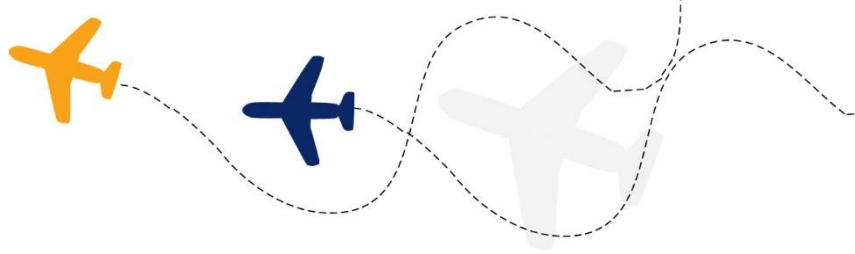
- TOUR-PACK is created from a vision and a mission of an IT development team to develop the most advanced integrated online travel agent in Malaysia.
- The technology experiences gathered from decades of IT development combined with the integration from years of knowledge in the travel industry, learned piece by piece, day by day, creates one of the most advanced online systems locally built, developed, and maintained.

Strategy for Success



MONITORING THE QUALITY OF SERVICE

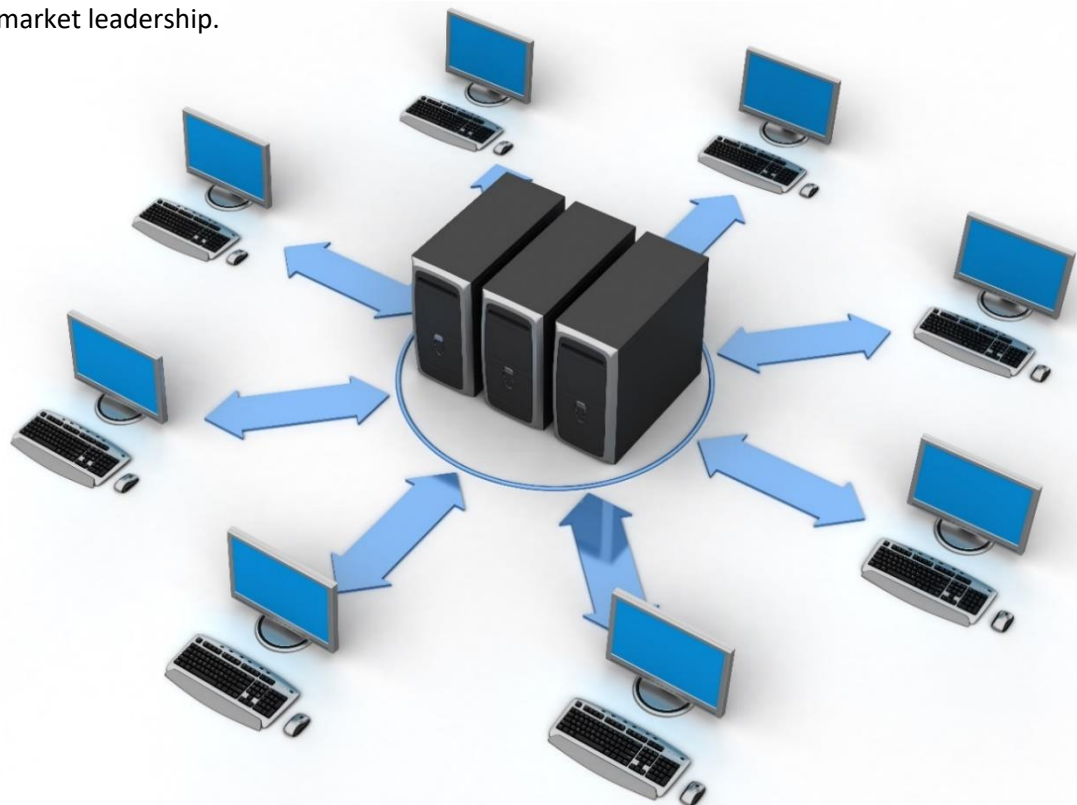
The quality of the service delivered by each travel agent is carefully monitored and evaluated through regular and annual performance appraisal reviews. This includes all aspects of productivity, knowledge, service, accuracy, customer satisfaction, problem resolution, attitude, reliability, efficiency and self-management.



THE SOLUTION PLATFORM

THE SOLUTION PLATFORM COMES WITH 4-TIER LAYERS
STARTING FROM:

- Front-end website presentation layer where users can access various information, do bookings, as well as, manage their bookings.
- Back office layer where internal travel consultants follow up and maintain fulfilments.
- Travel Feedback layer where members of TOUR-PACK can share their travel experiences or write comments.
- And, most importantly is the Extranet System where hotel partners can directly control their rooms' availabilities, rates, as well as utilize various promotions and special treat features to push productions and maximize revenues.
- Being local and having the solution platform in-house development gives TOUR-PACK almost unlimited future development opportunities. TOUR-PACK can quite easily adjust the systems to meet the market trends or protect partners' benefits, as well as, to extend the solution platforms to further move forward to advance both in technology and market leadership.





WHY JARINGAN TIMUR TENGAH HOLIDAYS

Focus:

- We deeply understand the challenges of corporate travel.
- Anticipate your travel needs and proactively deliver the best possible results.

This focus enables us to consistently deliver to our clients a superior performance and results - across countries around the globe.

Core values

- Proven Expertise – we constantly apply our extensive industry expertise to refine and improve our business to deliver best practices.
- Performance Driven – we maintain relentless focus on attaining the objectives of our clients.
- Proactive Spirit – we anticipate challenges and translate them into actionable business opportunities to deliver best results.
- Culturally Attuned – we offer unwavering local market focus by listening and fully understanding each client's unique combination of corporate culture.

Leadership

We deploy right people, processes, skills and technologies to deliver tangible benefits.

Jaringan Timur Tengah Holidays represents today's realities and is structured to perform in today's dynamic marketplace.



OUR BEST SERVICES

Airline Ticketing - WORLDWIDE AIRLINE BOOKINGS

- With access to the Global Distribution System (GDS) and with our strong purchasing power and association with airlines, we offer clients a wide selection of airlines with competitive airfares.
- Our team of experienced consultants provides efficient ticketing services and advice on suitable flight routes to meet travellers' requirements.
- We assist companies in managing their air travel expenditures that fall within the company travel policy by negotiating the rates with the airlines.
- Airline tickets are also available for purchase via our online reservation system.

Holiday Packages

OVER HUNDREDS OF INBOUND AND OUTBOUND PACKAGES TO CHOOSE FROM

We have travel and tour packages for free independent travellers, groups and corporations travelling into and out of Malaysia.

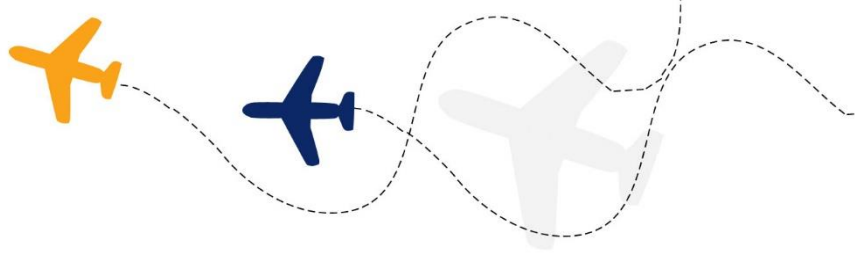
We offer free and easy packages, group tours, special interest packages and customised packages to fit the travel budgets, interests and needs of travellers.

Global travel planning and reservations

Using streamlined processes, automated tools and advanced workflow management,

Jaringan Timur Tengah Holidays brings a higher level of simplicity and cost savings to the art of serving today's busy corporate traveller.

The client can select the travel planning and reservation solutions that best reflect its needs.



Global hotel bookings

Based on our in-depth analysis and actionable recommendations, we can provide hotel reservations globally with instant online confirmations.

With access to a wide variety of hotel properties, we proactively assist you in meeting your requirements with deliverables such as:

- Hotel Recommendations
- Rate Review
- Benchmarking against Corporate and Preferred Rates
- Maps showing the locations of your selected hotels

Incentive travel

Incentive Travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational tool.

Our goal is to design and deliver superior tours and services that always exceed your organization's expectations. We have researched destinations and hotels, and can design a tour within your client's budget, while providing the best possible value.

Air charter

We provide air charters for passenger travel and cargo worldwide. Whether the customer needs an executive business jet for an exclusive client, a large passenger aircraft to supplement their own fleet or an aircraft charter to transport urgent cargo.

Global car rentals

Jaringan Timur Tengah Holidays exceeds the needs of the business traveller, with services and products exclusively designed to make each business trip more productive.

We provide car rentals globally. Our qualified and friendly staff will take their time to meet your requirements and answer all your questions.

Vip services

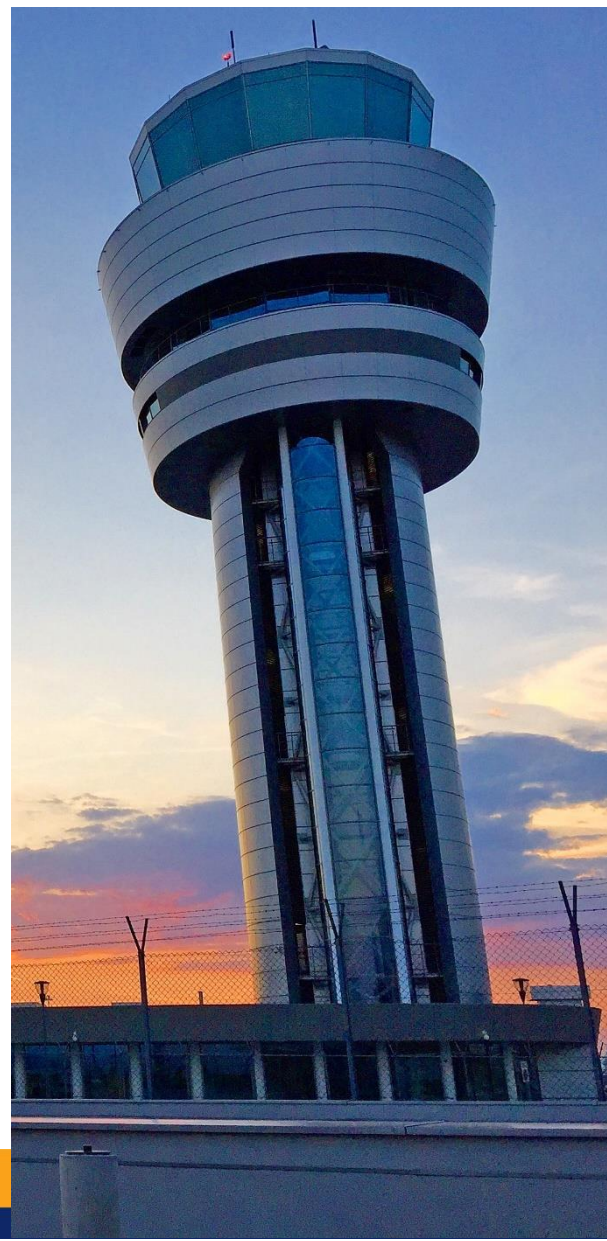
Your travel needs are unique and you need them to be tailored to your needs. Just tell us what you want, we understand you.

Domestic and international tours

We offer every travel service and activity you can imagine. Just one call meets your every travel need. Whether that's budget or luxury, short or long, we meet all your personal travel requirements.

Global cargo handling

Our passion for serving you stems from our Total Travel Management approach. We provide comprehensive cargo services from Malaysia and Middle East country.





FUTURE SERVICES

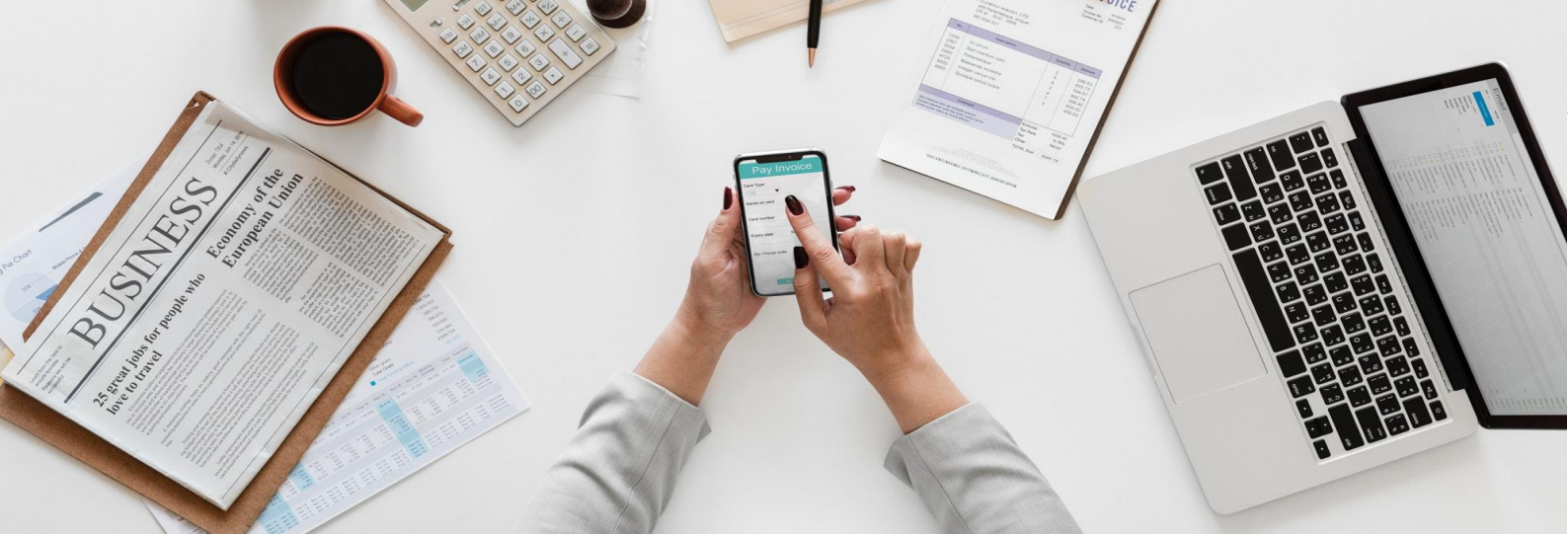
In putting the company together we have attempted to offer enough services to allow us to always be in demand by our customers and clients. The most important factor in developing future services/products is market need. Our understanding of the needs of our target market segments shall be one of our competitive advantages. It is critical to our effort to develop the right new services.

MARKETING STRATEGY

One core element of our strategy will be that of differentiation from our competitors. In terms of marketing we intend to ensure that our name and services are marketed on an extensive basis so that customers are aware of our existence. In price, we intend to offer reasonable and competitive prices in comparison to competition and we need to be able to sustain that. Our service marketing will strive to ensure that we establish long relationships with clients.

TRAINING

In-house training shall be continuous so that we are continuously up-to-date in meeting customer requirements. With time we also intend to undertake regular external training particularly following any new developments in the market. This will ensure we are implementing the latest techniques and aware of customers' expectations. By setting our standards against industry benchmarks we will be able to ensure a regular flow of customers as they are continually referred to us.



KEYS TO SUCCESS

The keys to success will undoubtedly be effective market segmentation through identification of several niche markets and implementation strategies. Along these lines the company intends to implement advertising, personal selling and direct marketing strategies to the target markets. Our personal selling marketing strategies will rotate around keeping in touch with hotels and travel agencies for major customers, and advertising for more individual customers. Hence our key success factors will include the following:

1. **Excellence in fulfilling the promise:** We intend to offer completely enjoyable, comfortable and informative travel excursions that will ensure that travellers are thoroughly satisfied and appreciative at the end of their trip.
2. **Timely response to customers' requests:** We cannot afford to delay our clients for whatever reason, as this will have a negative bearing on our image and reputation, including future business. Hence we need to be continually communicating with the client, including hotels and lodges so as to ensure that we are constantly available to the client meeting their expectations.
3. **Solid and fruitful strategic alliances:** Considering the nature of our services and our relative infancy on the market, we realize the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, including hotels, lodges, and travel agencies, amongst others, so as to be assured of a constant flow of customers, fulfilling their needs at every opportunity.
4. **Marketing know-how:** As a relatively new company on the market there will be a need to aggressively market our business and the services we provide so as to be continuously at the top of our prospective clients minds. s



DISTRIBUTING A SERVICE

Mobile operations such as ours are sold mainly on a word of mouth and referral basis with relationships and previous experience being, by far, the most important factor. Relationships in this regard means establishment of links with the various hotels, lodges, and travel agencies who often come into contact with our target customers. Invariably the experience a customer has with us will go a long way toward influencing them in whether they should refer their friends to use our service(s). To this end we intend to ensure we provide a luxurious, comfortable and unforgettable experience to our customers that will only encourage them to pass on a good word about us. In the medium term we intend to be connected on the World Wide Web so that we can market ourselves on the Internet, as well as enabling potential customers to make pre-bookings over the Web, helping save time and money. This will also assist in widening our customer catchment area increasing customers.

COMPETITION AND BUYING PATTERNS

The key element in service utilization decisions made at the company's client level is trust in the reputation and reliability of the firm. The most important factor in this market will be the quality of the service and places of excursion. This is particularly so considering the various interests of individuals and groups as they strive to see as many places as possible. The very nature of our services dictates that the pricing of our services will vary according to distance travelled, as different customers opt to visit different areas and within specified time frames.



CONTACT WITH OUR TEAM

Please feel free to contact us if you have any questions!

HQ OFFICE:

NO.1, LEVEL 11, TOWER A
MENARA BANGKOK BANK, BERJAYA CENTRAL PARK
JALAN AMPANG, KUALA LUMPUR, 50250
MALAYSIA

WEBSITE: WWW.TOUR-PACK.COM
EMAIL: INFO@TOUR-PACK.COM

OFFICE / FAX: +603-2770 3625

WHATSAPP: +60 17-730 8085

