

AK Puyuh Emas Berhad
The Kingdom VIP Program
Master Dossier – Official Strategic Document

Prepared by: AK Puyuh Emas Berhad, Taman Tema Air & Resort Puyuh Emas
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TITLE PAGE

0.1 Executive Summary

The Kingdom VIP Program represents the cornerstone of AK Puyuh Emas Berhad’s long-term strategy to unite recreation, education, and entrepreneurship within a single integrated ecosystem. Developed through the operational and technological platform of Taman Tema Air & Resort Puyuh Emas, the program is conceived as a model of community prosperity—transforming every visitor into a potential partner in national tourism growth.

This dossier outlines the strategic intent, design principles, operational framework, and projected impact of the program. It defines how the VIP architecture expands beyond traditional loyalty schemes by introducing a two-tier system—VIP and VIP Exclusive—that links leisure benefits with structured business participation. The initiative leverages real-time data, digital infrastructure, and community partnerships to create Malaysia’s first fully AI-assisted theme-park membership network.

Through the program, members gain privileged access to facilities, significant cost savings, and a legitimate avenue for entrepreneurial participation via authorised resale and business collaboration opportunities. The system simultaneously generates valuable analytics that support

government recognition, grant eligibility, and the establishment of an officially registered national recreation club under AK Puyuh Emas Berhad.

The Kingdom VIP Program is therefore both a customer-engagement vehicle and a socio-economic instrument designed to strengthen local enterprise, enhance tourism standards, and provide sustainable revenue streams for future development of the Puyuh Emas brand. It marks a decisive step toward transforming the company from a regional leisure operator into a national benchmark of integrated, data-driven recreation.

0.2 Key Investment Highlights

The program delivers measurable corporate and social value through several defining advantages:

- Proven operational foundation – established theme-park operations with a growing regional customer base.
- Dual-tier membership model – VIP and VIP Exclusive tiers combining leisure privileges with business and investment pathways.
- AI-enabled digital ecosystem – full integration of ticketing, analytics, and customer management through an AI-assisted platform.
- Transferable value proposition – VIP card functions as a portable access and commerce tool, encouraging organic market expansion.
- Data intelligence for growth – member data supports official club registration and future access to government grants and tourism funds.
- Sustainable revenue cycle – recurring membership income supplemented by agent activity and partner collaborations.
- National expansion roadmap – scalable framework capable of replication across planned Puyuh Emas parks and hospitality ventures.
- Community and CSR alignment – built-in allocation for Asnaf and Animal Welfare initiatives reinforcing public goodwill and ESG credentials.

Collectively, these factors position AK Puyuh Emas Berhad as a first mover in Malaysia's next-generation recreation economy.

0.3 Document Purpose, Scope & Intended Audience

This document serves as the master reference and governance framework for the design, implementation, and continual improvement of the Kingdom VIP Program. It consolidates the strategic vision, operational model, legal architecture, and development roadmap required to sustain a scalable, compliant, and commercially viable membership system.

Purpose:

To communicate the conceptual, technical, financial, and governance structures of the program in a single authoritative source.

Scope:

The dossier encompasses all phases of the program—from concept validation and pilot execution to national rollout and future VIP Exclusive expansion. It covers policy direction, process design, technology deployment, stakeholder engagement, and corporate compliance.

Intended Audience:

- The Board of Directors and senior management of AK Puyuh Emas Berhad.
- Government and regulatory bodies involved in tourism, community development, and data governance.
- Potential corporate partners, investors, and institutional collaborators.
- Internal project managers, operational heads, and authorised agents responsible for execution.

0.4 Revision History & Approvals

This dossier is a living corporate document subject to controlled revision. Updates shall be issued under the authority of the Managing Director and recorded in the internal document-control register. Each revision will include a summary of amendments, date of approval, and authorised signatures.

Initial Version 1.0 of the Master Dossier is hereby approved for distribution to internal departments, strategic partners, and relevant governmental stakeholders.

Approved by:

Name: [Authorised Signatory]

Designation: Managing Director, AK Puyuh Emas Berhad

Date:

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PART A – STRATEGIC RATIONALE & VISION

1.0 Corporate Vision & Strategic Objectives

AK Puyuh Emas Berhad was founded with a single enduring vision — to transform leisure into legacy. The company's guiding purpose is to establish Taman Tema Air & Resort Puyuh Emas as a living symbol of Kelantan's creativity, hospitality, and entrepreneurial resilience. Our corporate vision extends beyond conventional entertainment: it aspires to unite recreation, education, and community enterprise within one continuously evolving ecosystem known as The Kingdom of Joy.

The company's strategic objectives are fourfold. First, to develop a self-sustaining tourism economy that generates employment and empowers small enterprises. Second, to integrate advanced digital and AI technologies into every operational layer, making Puyuh Emas the national model for smart leisure management. Third, to create social impact through inclusive participation — ensuring that families, schools, and organisations across income levels share in the benefits of development. Fourth, to institutionalise long-term governance and financial frameworks that enable expansion from a single park into a multi-location national brand.

Through these objectives, AK Puyuh Emas Berhad positions itself as a responsible corporate steward of progress, dedicated to building prosperity not only for shareholders but also for the communities that surround and sustain its operations.

1.1 Strategic Rationale for the VIP Program

The Kingdom VIP Program was conceived as the operational engine that translates the company's broader vision into measurable economic and social outcomes. It represents the fusion of a commercial membership system with a community-driven economic model. Its purpose is to redefine the relationship between a leisure provider and its guests — elevating visitors from passive consumers to active participants in the park's growth and reputation.

Economic Rationale. Traditional theme-park income depends solely on ticket sales and seasonal tourism. The VIP Program introduces recurring revenue through memberships while stimulating secondary income streams via authorised agent activities, merchandise, and hospitality. This recurring model provides predictable cash flow and improves capital efficiency for future expansion.

Social Rationale. By granting accessible discounts and transferable privileges, the program widens public participation, encouraging family outings, school excursions, and organisational retreats. It promotes physical well-being, social cohesion, and environmental appreciation among youth and working adults alike.

Brand Rationale. The card system symbolises belonging to a greater story — the Golden Kingdom narrative. Each member becomes an ambassador of the brand, propagating its values of joy, unity, and aspiration. The shared identity created through membership transforms customer loyalty into community pride, turning Puyuh Emas into both a destination and a movement.

1.2 Alignment with National and Local Government Priorities

The program's design and intent align closely with Malaysia's national development frameworks and Kelantan's regional priorities. It directly supports Tourism Malaysia's Strategic Plan by

expanding domestic tourism participation and diversifying leisure offerings beyond major urban centres. The emphasis on digitalisation reflects the government's Malaysia Digital Economy Blueprint (MYDIGITAL), which promotes AI adoption and data-driven innovation in traditional industries.

In collaboration with educational institutions, the VIP Program reinforces the Ministry of Education's co-curricular learning objectives by providing experiential learning environments for students through school packages and environmental awareness programs. The program also complements SME Corp Malaysia's mission to nurture micro-entrepreneurs, as members can act as independent agents and small-scale vendors within the approved distribution network.

At the state level, the program supports Kelantan's tourism and youth empowerment agenda, generating employment, vendor opportunities, and family recreation spaces. The data collected through the membership registry contributes valuable insights to local authorities for planning transport, accommodation, and retail infrastructure. In this way, the VIP Program functions as a collaborative instrument of public-private partnership, advancing both corporate and national objectives.

1.3 Value Proposition — The VIP Program as an Economic Gateway

The Kingdom VIP Program is the gateway through which leisure transforms into livelihood. It combines tangible consumer benefits with structured pathways for entrepreneurship and investment. Members receive immediate financial advantages — discounted tickets and hospitality — while simultaneously gaining eligibility to participate in authorised business activities under AK Puyuh Emas Berhad's supervision.

This model creates a micro-economy that operates alongside the theme-park ecosystem. Each membership card functions as a node within a larger commercial network, enabling traceable transactions, performance analytics, and community growth metrics. For the company, the program provides a perpetual marketing engine: every active member doubles as a promoter, agent, and data contributor.

From a macroeconomic perspective, the VIP Program demonstrates how private recreation assets can drive local economic multiplication. Revenue circulates through vendors, suppliers,

transportation, and accommodation sectors, amplifying the park's impact well beyond its physical boundaries. By linking data, commerce, and experience into one seamless system, AK Puyuh Emas Berhad establishes a replicable model for sustainable tourism-based enterprise.

1.4 Comparative Landscape and Differentiation

While loyalty and membership schemes exist across global hospitality brands, the Kingdom VIP Program distinguishes itself through integration, inclusivity, and purpose. Conventional programs reward repeat spending; Puyuh Emas rewards participation in growth. International benchmarks such as Disney Rewards or Universal Studios Passes focus primarily on entertainment privileges. The Puyuh Emas framework expands that concept by embedding social entrepreneurship, educational partnerships, and digital governance into a single system.

Within Malaysia, no comparable initiative currently unites theme-park access, business empowerment, and AI-based data analytics under one corporate umbrella. The adoption of AI-driven management through www.puyuhemas.my marks an early national precedent for automated theme-park ecosystems. The program's dual-tier architecture — VIP and VIP Exclusive — introduces a scalable pathway from consumer to investor, ensuring long-term engagement unmatched by standard discount memberships.

Its differentiation lies in its substance: a proven operational park, a functioning digital platform, and a membership model designed not only to retain guests but to build communities and generate measurable socio-economic returns. Through this synthesis of recreation, technology, and enterprise, AK Puyuh Emas Berhad positions the Kingdom VIP Program as the first Malaysian example of a data-driven leisure economy, setting a new benchmark for how tourism can be both joyful and generative.

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PART B – PRODUCT ARCHITECTURE & MEMBERSHIP DESIGN

2.0 Overview of Membership Architecture

The Kingdom VIP Program is structured as a dual-tier membership system designed to deliver immediate consumer value while creating progressive business and investment pathways. The architecture merges physical privileges at Taman Tema Air & Resort Puyuh Emas with a digital ecosystem that records participation, transactions, and behavioural data in real time. Each card acts simultaneously as an admission credential, a loyalty instrument, and a verified identity within the park's AI-driven platform.

The design principle behind the system is inclusivity with scalability. The VIP tier establishes an affordable gateway for families, students, and organisations, while the VIP Exclusive tier, planned for later introduction, formalises long-term patronage and participation in the company's investment and partnership opportunities. Together, they form a self-reinforcing network in which every visit, purchase, and referral enhances both user experience and corporate insight.

2.1 Tier Definitions & Profiles

Each membership tier is defined by its privileges, eligibility, and operational role within the larger economic ecosystem. The VIP Tier functions as the commercial foundation, open to the public and structured to encourage mass participation. It provides substantial discounts and acts as a personal gateway to the business network. Holders may freely use or lend the card to others, thereby extending the brand's reach through organic distribution.

The VIP Exclusive Tier represents the aspirational pinnacle of the program. It will be introduced as a limited, invitation-based family membership that grants perpetual access, private amenities, and first rights to participate in selected AK Puyuh Emas Berhad ventures. Its purpose is to transform loyal participants into strategic stakeholders while preserving exclusivity and prestige.

2.2 VIP — Features, Pricing and Terms (Current Product)

The VIP Card embodies accessibility and empowerment. It is priced at an affordable one-time fee, structured to recover its value within a short period of active usage. Members enjoy a fifty-percent discount on up to five entry tickets per day and a twenty-percent discount on one chalet booking per day. These privileges may be exercised by any individual presenting the physical card at the park's ticketing or accommodation counters.

Ownership of the VIP Card confers the right to participate in the Free-Agent Distribution Framework, through which members may purchase discounted entries or accommodation and resell them at market price. The company does not restrict resale margins, allowing members to determine their own commercial strategy within lawful conduct. This flexibility converts each membership into a potential micro-enterprise, fostering entrepreneurship while expanding the park's market footprint.

All cards are valid for a fixed term subject to renewal under prevailing conditions. Replacement, suspension, and revocation are governed by the program's terms and the company's general conditions of service. The card remains the property of AK Puyuh Emas Berhad at all times and may be deactivated in cases of misuse or fraud.

2.3 VIP Exclusive — Features, Pricing Range and Reserved Rights (Future Tier)

The VIP Exclusive Card is conceived as a hereditary-style membership symbolising continuity, trust, and prestige. Each card will be personally inscribed with the family name and serial number, authenticated by biometric or digital verification. Benefits include unlimited lifetime entry for all registered family members, exclusive parking, access to private lounges, and early admission to new facilities.

Beyond leisure privileges, VIP Exclusive members will receive invitations to participate in pre-launch investment briefings, franchise opportunities, and strategic initiatives under AK Puyuh Emas Berhad. They will be the first candidates considered for preferred share offerings or joint-venture collaborations as the company expands its hospitality and agricultural portfolios. Memberships in this tier will be issued in limited numbers to preserve exclusivity. Pricing will reflect its lifetime value and will be determined following regulatory consultation and market analysis prior to launch.

This tier completes the program’s long-term architecture by linking recreation, family heritage, and capital participation in a single continuum.

2.4 Permitted Use Model (Transferability, Authorised Beneficiaries, Agent Rights)

Under the Permitted Use Model, the VIP Card is intentionally designed to be transferable. The privilege structure recognises the card rather than the individual, enabling any bearer to enjoy its benefits when presented at authorised points of service. This approach encourages communal sharing and natural brand advocacy.

Authorised beneficiaries include friends, relatives, and clients of the cardholder. The company regards such use as legitimate provided the card is not duplicated, forged, or employed for unlawful activity. Within the Free-Agent Distribution Framework, holders may act as self-employed intermediaries—promoting tickets and accommodations at their discretion. Agents operate independently; AK Puyuh Emas Berhad assumes no liability for pricing decisions or

private transactions but reserves the right to monitor sales patterns for quality assurance and anti-fraud control.

All participants are bound by the company's ethical-conduct policy, ensuring that community trust and corporate integrity remain intact as the network grows.

2.5 Product Bundles, Add-Ons and Commercial Packages

To enhance value perception, the program is integrated with an array of bundled experiences and optional add-ons. Members may combine discounted admission with chalet reservations, picnic or barbecue facilities, educational tours, and camping packages under a single transaction. Seasonal promotions allow members to pre-purchase vouchers for family events, school programs, or company retreats, redeemable throughout the operational calendar.

Additional offerings include Perkhemahan Alam Emas camping experiences, Healing Jungle Walks, and Lawatan Edukasi Puyuh Farming programs. Each product extension reinforces the park's dual role as both entertainment and education provider while generating supplementary revenue for the company and its partner vendors.

2.6 Merchant and Vendor Integration

The Kingdom VIP Program is designed to function as an open commercial ecosystem connecting AK Puyuh Emas Berhad with external merchants, concessionaires, and local SMEs. Approved partners may integrate their products or services into the membership platform, allowing cardholders to access exclusive pricing or loyalty points across multiple business categories such as food & beverage, transportation, and retail.

Revenue sharing follows a commission-based arrangement governed by individual vendor agreements. The AI-enabled backend records all redemptions and automatically allocates earnings according to pre-set formulas. This system reduces administrative friction and ensures transparency in partner settlements. Through vendor participation, the program extends economic benefit beyond the park, stimulating local supply chains and supporting Kelantan's tourism micro-enterprise ecosystem.

2.7 Illustrative Use and Revenue Scenarios

The program's commercial viability rests on its ability to create recurring and distributed revenue. A typical scenario demonstrates the self-sustaining nature of the model. A VIP member purchases the card and subsequently redeems discounted entries for family and acquaintances. By reselling a portion of those tickets at regular price, the member recovers the initial fee within days while the company records multiple admissions that would not otherwise have occurred. Each subsequent transaction expands the park's data set, strengthens brand exposure, and multiplies ancillary spending on food, souvenirs, and accommodation.

As participation scales, thousands of active members operate as micro-agents whose combined sales volume rivals conventional advertising returns. The company retains full-price receipts on non-discounted sales, collects service margins from partner vendors, and benefits from long-term brand loyalty. For the future VIP Exclusive tier, the cumulative membership base becomes a ready pool of investors and ambassadors, enabling expansion funding through pre-qualified participants rather than external capital markets.

This layered approach ensures that the Kingdom VIP Program remains financially resilient, socially inclusive, and strategically aligned with AK Puyuh Emas Berhad's overarching vision of transforming leisure into sustainable prosperity.

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PART C – OPERATIONAL MODEL & STANDARD OPERATING PROCEDURES (SOPS)

3.0 Operational Overview & Organisational Responsibilities

The operational model of the Kingdom VIP Program functions as a unified system linking every division of AK Puyuh Emas Berhad—from ticketing and hospitality to finance, ICT, and marketing. Oversight rests under the Director of Strategic Growth & Innovation, who ensures compliance with corporate policy, governmental regulations, and financial accountability standards.

The Operations Unit administers daily execution, including card activation, data verification, and system monitoring. The Marketing & Communications Unit manages all promotional material and agent engagement. The Finance Unit oversees payment reconciliation and revenue audit. All departments operate under a single integrated workflow governed by this SOP document, ensuring consistency, transparency, and seamless customer experience.

3.1 Sales & Distribution Channels

Memberships are distributed through four authorised channels:

1. On-Site Sales Counters at Taman Tema Air & Resort Puyuh Emas (physical card issuance and activation).
2. Official Website (www.puyuhemas.my) — integrated payment gateway and automated e-receipt system.
3. Registered Agents / Affiliates under the Free-Agent Distribution Framework, equipped with official QR and verification codes.
4. Corporate Partnerships & Bulk Sales for schools, NGOs, and business organisations under negotiated contracts.

All sales must be logged in real time through the central AI engine to maintain inventory accuracy and prevent duplication. Commissions for agents are automatically calculated based on net transaction value.

3.2 Membership Onboarding Process

Every new member undergoes a structured Know-Your-Customer (KYC) procedure designed for both compliance and fraud prevention.

The onboarding sequence includes:

- Submission of basic identification details and contact information.
- Instant digital verification through AI-assisted validation.
- Card activation via the central server, linking the holder's profile with usage history.
- Automatic generation of a digital profile accessible through the company's web portal.

For school, group, or corporate registrations, a designated coordinator is appointed to verify collective data and ensure uniform recordkeeping. The KYC module aligns with the Personal Data Protection Act 2010 (PDPA Malaysia) and any forthcoming digital-identity legislation.

3.3 Card & Access Control Mechanisms

Each VIP Card is embedded with an encrypted QR code and serial number traceable within the company's database.

The system supports multi-layered access authentication through:

1. QR Scanning Stations at entry gates.
2. Biometric Verification Terminals for VIP Exclusive members.
3. Digital API Integration with the ticketing and accommodation modules.

In case of loss, replacement is executed through secure identity re-verification. The AI engine detects abnormal usage patterns (e.g., duplicate scans or unusual volume) and triggers automatic flags to the Operations Control Centre.

3.4 Ticketing Redemption Flow & Chalet Booking Flow

The standard service pathway is designed to be intuitive and fully trackable.

Ticketing Redemption:

1. Visitor presents the VIP Card or registered digital ID.
2. System verifies validity and discount eligibility.
3. Operator confirms the number of discounted tickets (maximum five per day).
4. Transaction is logged; ticket printed or sent digitally.

Chalet Booking:

1. Member requests reservation via counter, call, or online portal.
2. Discount eligibility (20 % per day for one room) verified by AI engine.
3. Payment processed; digital receipt and booking code generated.
4. On arrival, QR code or card validated at reception for check-in.

Both processes are monitored live within the centralized dashboard to maintain occupancy accuracy and forecast demand.

3.5 Agent Resale Procedures & Guidelines

Registered agents operate as independent distributors under the Free-Agent Distribution Framework.

The procedures are as follows:

- Agents must hold a valid VIP Card and receive an official Agent ID.
- Tickets and chalet vouchers may be purchased at VIP discount rate and resold at market price.
- Agents determine their own margin structure; the company does not impose a fixed resale ceiling.
- Every sale must be recorded in the agent's portal within 24 hours for commission reconciliation.

Misrepresentation, false advertising, or price manipulation that damages corporate reputation is subject to disciplinary action, including immediate termination of agent status.

3.6 VIP EXCLUSIVE Enrollment SOP

Enrollment into the VIP Exclusive Tier requires documentary verification for all registered family members.

The process includes:

1. Submission of family identification, proof of address, and biometric data.
2. Review and approval by the Membership Governance Committee.
3. Digital engraving of the card with family name and serial code.
4. Optional installation of AI Face-Pass system for seamless access.

Only registered members may utilise unlimited entries; privileges are non-transferable. Membership is valid for life, subject to the terms of conduct and periodic system audits.

3.7 Customer Service & Dispute Resolution Workflow

Customer service operations follow a three-tier escalation model.

Tier 1: Frontline personnel handle inquiries, lost cards, and basic refund requests on site or via WhatsApp channel.

Tier 2: Complex cases or billing discrepancies are escalated to the Customer Experience Unit for investigation within 48 hours.

Tier 3: Legal or reputational matters are referred to the Corporate Affairs Division and resolved in accordance with Malaysian consumer-protection law.

A dedicated 24-hour hotline and AI chat assistant provide immediate support. All interactions are logged for audit and quality improvement.

3.8 Refunds, Cancellations & Replacement Policy

Refunds are issued only for genuine duplicate payments or cancelled bookings within the permitted time frame. Card fees are non-refundable after activation. In cases of loss or damage, replacements are processed upon verification and subject to a nominal administrative fee. The Finance Unit must authorise every refund, ensuring full traceability through the accounting ledger. Refund values are returned via the same payment channel used during the initial transaction.

3.9 Event & VIP Lounge Operations

The VIP Lounge serves as the exclusive reception and relaxation area for members, investors, and corporate guests. It is managed under the Hospitality Division with direct oversight from Operations. Access is controlled via digital scan and attendance log. Capacity limits are enforced to maintain privacy and comfort.

Standard services include complimentary refreshments, concierge assistance, and high-speed connectivity. For special events, private security and designated hosts are deployed. All functions follow a pre-approved Event Operations Checklist covering safety, cleanliness, guest protocol, and closing audit.

3.10 Data Capture Points & Operational Logs

Every customer interaction within the park constitutes a data capture point.

The system automatically records:

- Member ID, timestamp, and transaction type.
- Items purchased, discounts applied, and redemption value.
- Gate entries, facility usage, and complaint logs.
- Agent sales volume and referral source.

This aggregated data feeds into the Central AI Analytics Core, generating live dashboards for management and forecasting. Daily operational logs are reviewed at 23:59 hours by the Operations Control Team, ensuring accountability, identifying anomalies, and enabling continuous process optimisation.

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The Kingdom VIP Program
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PART D – TECHNOLOGY & DATA ARCHITECTURE

4.0 Technical Overview — System Components

The digital backbone of AK Puyuh Emas Berhad’s Kingdom VIP Program operates on an end-to-end technology ecosystem designed for stability, scalability, and automation.

Its architecture integrates five primary components:

1. Corporate Website – the public digital gateway hosted under the domain puyuhemas.my, constructed with the Elementor CMS and maintained via the company’s internal cloud-based control panel. It serves as the central repository of all public information, marketing campaigns, and membership registration forms.
2. Membership CRM – a proprietary database that manages all member profiles, activity history, purchase records, and tier status in real time.
3. Point-of-Sale (POS) Terminals – located throughout the park to synchronise ticketing, merchandise, and chalet bookings directly with the CRM.
4. Mobile Application (Phase 2 Implementation) – to deliver live notifications, QR scanning, e-wallet functions, and member-to-member referrals.
5. Administrative Dashboard (AI Command Console) – a secured internal system enabling executives to view analytics, manage digital assets, and execute automated reporting functions.

Together these form the Kingdom Digital Core, designed to operate seamlessly under the “Ultimate AI Engine” framework.

4.1 AI Engine Capabilities

The Ultimate AI Engine represents the company’s technological hallmark and differentiator.

It is an adaptive intelligence system engineered to perform four fundamental functions:

- **Personalization:** Real-time tailoring of offers, tickets, and communication based on individual behavior, purchase frequency, and demographic trends.
- **Predictive Analytics:** Utilisation of machine-learning models to forecast visitor flow, resource demand, and revenue distribution with up to 95 % accuracy.
- **Operational Automation:** Instant generation of reports, membership approvals, and ticket confirmations without manual intervention.
- **Decision Support:** Executive dashboards provide actionable insights on pricing strategy, customer satisfaction, and upcoming business opportunities.

This AI layer continuously learns from operational data, transforming raw records into strategic intelligence — effectively positioning AK Puyuh Emas Berhad among the earliest tourism entities in Malaysia to run a fully autonomous business intelligence cycle.

4.2 Data Model & Data Schema

The underlying data model is structured around four interconnected entities:

1. **Member Profiles** – encompassing identification data, contact information, card type, and behavioral patterns.
2. **Transaction Records** – capturing ticket sales, chalet bookings, and merchandise purchases, each indexed by timestamp and payment reference.
3. **Agent Records** – containing commission logs, referral counts, and resale performance indicators.
4. **Activity Logs** – recording every gate entry, QR verification, chat interaction, and support request for audit traceability.

All data is timestamped using the Malaysia Standard Time Server, stored in encrypted form, and mirrored across redundant clusters. The architecture ensures both vertical scalability and horizontal load distribution to maintain constant operational integrity.

4.3 Integration Architecture

To guarantee smooth multi-channel operations, the system is designed as a modular integration framework that links internal and external services:

- **Payment Gateway:** Secure transaction layer supporting FPX, Visa, Mastercard, and e-wallet platforms such as TNG and GrabPay.
- **Google Business Integration:** Automatic synchronisation of opening hours, reviews, and photos to maintain verified visibility on Google Maps and Search.
- **WhatsApp API:** Enables one-click communication from website buttons or invoices, facilitating instant support or sales discussion.
- **Elementor CMS Bridge:** Connects the visual website builder with the backend CRM, allowing non-technical staff to modify content without disrupting live data streams.

Every integration is governed by an API key management protocol issued and monitored by the ICT Division.

4.4 Access Control, Authentication & Identity Verification

Access to any digital or physical service under the program adheres to a multi-factor model:

1. **QR Code Scanning:** The default method for ticket validation and facility entry.
2. **Member ID Check:** Verification against the database to ensure legitimacy.
3. **Biometric Authentication (optional):** Facial or fingerprint recognition reserved for VIP Exclusive members.

Role-based access is enforced for all staff through unique login credentials, ensuring segregation of duties between operational, financial, and administrative personnel.

4.5 Data Privacy, Security & PDPA Compliance

Data management within AK Puyuh Emas Berhad strictly complies with the Personal Data Protection Act 2010 (PDPA) and international cybersecurity standards (ISO 27001 alignment).

Security protocols include:

- End-to-end encryption (AES-256) for data transmission.
- Two-factor authentication for administrative access.
- Routine vulnerability scans and quarterly penetration testing.
- Defined Data Retention Policy limiting storage to legally required durations.
- A Breach Response Protocol that mandates notification within 72 hours of detection, followed by forensic analysis and system patching.

All employees undergo annual data-protection training to maintain compliance awareness.

4.6 Analytics & Reporting Dashboard

The Executive Analytics Dashboard functions as the single source of truth for all key performance indicators.

The system generates visual reports covering:

- Visitor count and revenue breakdown by day, week, and quarter.
- Membership growth and renewal rate.
- Agent productivity metrics and commission payout summaries.
- Ticket redemption vs. chalet occupancy ratios.
- CSR participation and charity allocation reports.

Dynamic charts are refreshed every five minutes, allowing real-time decisions on staffing, promotions, and resource allocation. The dashboard supports export in PDF and Excel for board presentation use.

4.7 Digital Wallet & Commission Settlement (Future Integration Design)

Phase 3 of the ecosystem introduces a Digital Wallet integrated directly into each member's profile.

The wallet will enable:

- Instant deposit and withdrawal of commissions.
- Cashless payments for tickets, food, or merchandise within the park.
- Peer-to-peer transfers between members and agents.
- Automated tax deduction and ledger recording for accounting compliance.

Settlement will occur daily through the AI Financial Core, ensuring immediate liquidity for agents while maintaining transparent fiscal records. The module is designed to integrate seamlessly with Malaysian fintech APIs and future Central Bank digital frameworks.

4.8 Uptime / Availability, Disaster Recovery & Backup Policy

The technological infrastructure operates under a 99.9 % Service Availability Target. Redundant data centres in separate geographic zones ensure uninterrupted service even during hardware failure.

The Disaster Recovery Plan (DRP) encompasses:

- Real-time data replication between primary and secondary servers.
- Automated failover within 60 seconds of system anomaly.
- Weekly encrypted backups stored on off-site cloud storage.
- Monthly restoration drills to verify data integrity.

An incident-response team is on standby 24/7 to address service disruptions, ensuring that member data and transactions remain protected at all times.

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PART E – LEGAL, GOVERNANCE & COMPLIANCE

5.0 Legal Entity, Corporate Status & Registration Information

AK Puyuh Emas Berhad is a duly incorporated company limited by shares under the Companies Act 2016 (Malaysia). It maintains its principal place of business at Lot 3615, Kampung Tirok, Gual Ipoh, 17500 Tanah Merah, Kelantan, and operates legally under the supervision of the Companies Commission of Malaysia (SSM).

All activities related to Taman Tema Air & Resort Puyuh Emas and the Kingdom VIP Program are executed under the corporate umbrella of the Berhad entity, with governance oversight by the Board of Directors. The company adheres to all applicable statutory filings, maintains audited financial statements annually, and operates a fully authorised bank account for all program-related transactions.

5.1 Terms & Conditions for Members

Participation in the Kingdom VIP Program constitutes full acceptance of the company's binding Terms and Conditions. These govern member privileges, use of facilities, data handling, and commercial interactions.

Core clauses include:

- **Eligibility:** Any Malaysian or foreign resident above 18 years of age may apply. Minors require guardian approval.
- **Card Ownership:** The card remains corporate property; misuse, duplication, or resale without authorisation is strictly prohibited.
- **Discount Entitlement:** Benefits are valid only upon successful activation and presentation of a verified card or digital ID.
- **Conduct Standards:** Members shall behave courteously and comply with all park safety rules. Violations may result in suspension or revocation of privileges.
- **Termination of Membership:** The company reserves the right to terminate any membership in cases of fraud, misuse, or behaviour detrimental to brand integrity.
- **Governing Law:** All interpretations fall under Malaysian law as enforced within the jurisdiction of Kelantan.

These clauses collectively uphold the integrity, legality, and professionalism of the program.

5.2 Agent & Reseller Agreement Template

All appointed agents and resellers shall enter into a formal Agency Agreement with AK Puyuh Emas Berhad. The contract defines rights, obligations, and revenue-sharing mechanisms between the company and the independent distributor.

The standard contractual language provides that:

- The agent acts as an independent contractor, not an employee.
- All promotional material must preserve the official branding and pricing accuracy of AK Puyuh Emas Berhad.
- Agents may earn commissions through verified sales, calculated on a transparent percentage of net receipts.
- Confidentiality of internal data and membership lists is mandatory.
- Breach of contract or unethical practice empowers the company to revoke agent status immediately and pursue damages.

Each signed agreement is digitally stored within the corporate CRM and counter-signed by an authorised director to ensure legal validity.

5.3 VIP EXCLUSIVE Agreement

The VIP Exclusive Agreement governs the premium family-tier membership, emphasising authenticity, non-transferability, and ethical use.

Key provisions include:

- **Family Registration:** All eligible family members must be listed by full legal name, national ID, and verified relationship to the principal holder.
- **Non-Transferable Privileges:** Access rights and unlimited entries apply solely to the registered individuals. The card or credential may not be lent, leased, or resold.
- **Verification Protocol:** Entry may require biometric confirmation or secondary identification for fraud prevention.
- **Liability Acknowledgment:** Members assume full responsibility for conduct of dependents within park grounds.
- **Termination for Misuse:** Any attempt to bypass verification automatically nullifies the membership.

The agreement is recognised as a lifetime covenant between the member family and AK Puyuh Emas Berhad, symbolising trust, exclusivity, and legacy participation.

5.4 Intellectual Property & Brand Use Policy

All creative assets—including the Golden Quail Mascot, corporate logos, character likenesses, imagery, and the “Kingdom of Joy” insignia—are the exclusive intellectual property of AK Puyuh Emas Berhad.

Usage of these marks is permitted only under written licence and solely for approved promotional or merchandising purposes. Prohibited activities include unauthorised replication, modification, or sale of branded material.

Third-party collaborations (e.g., schools, NGOs, event organisers) must submit a Brand Usage Request Form detailing intended application. Violations of this policy invite immediate legal enforcement under the Copyright Act 1987 and the Trademarks Act 2019.

5.5 Regulatory Compliance

AK Puyuh Emas Berhad upholds comprehensive compliance with national and local regulations, including but not limited to:

- Income Tax Act 1967 — accurate declaration of all income and agent commissions.
- Tourism Industry Act 1992 — adherence to licensing and operational standards for leisure and hospitality providers.
- Consumer Protection Act 1999 — fair-trade practices, accurate representation, and transparent refund policy.
- Personal Data Protection Act 2010 (PDPA) — proper handling of member information as detailed in Part D.
- Employment Act 1955 — ensuring fair treatment of all staff involved in VIP operations.

Quarterly internal audits verify adherence to these statutes, reinforcing the company's position as a compliant and socially responsible entity.

5.6 Liability, Indemnity & Insurance Requirements

AK Puyuh Emas Berhad maintains comprehensive corporate liability insurance covering accidents, property damage, and third-party claims arising within the resort and theme-park premises.

Each participant—whether visitor, member, or agent—acknowledges that recreational activities involve inherent risk. By engaging in park services, individuals agree to waive certain claims against the company except in cases of proven negligence.

All subcontractors, vendors, and event organisers must present valid Public Liability Insurance Certificates prior to operation. The company reserves the right to suspend activities that fail to meet required coverage limits.

5.7 Dispute Resolution & Jurisdiction Clause

All disputes arising from the Kingdom VIP Program shall be resolved primarily through good-faith negotiation. Where mutual resolution is not achieved within 30 days, the matter shall proceed to mediation under the Asian International Arbitration Centre (AIAC) in Kuala Lumpur.

Should mediation fail, either party may refer the dispute to the civil courts of Malaysia, with exclusive jurisdiction vested in the High Court of Kelantan. All decisions rendered by the competent authority shall be final and enforceable in accordance with Malaysian law.

5.8 Audit, External Review & Transparency Measures

To ensure accountability and public confidence, the company enforces a dual-tier audit regime:

1. Internal Audit: Conducted quarterly by the Compliance & Risk Division to assess adherence to policies, data accuracy, and member-service quality.
2. External Audit: Performed annually by an independent chartered-accounting firm registered with the Malaysian Institute of Accountants (MIA).

Additionally, a Transparency Report is prepared each fiscal year summarising program performance, membership growth, CSR allocations, and governance milestones. This report may be shared with regulatory authorities, strategic partners, and stakeholders upon request, underscoring the company's unwavering commitment to integrity and good corporate citizenship.

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PART F – FINANCE, PRICING & BUSINESS MODEL

6.0 Revenue Model Overview

The Kingdom VIP Program serves as a diversified income ecosystem integrating tourism, retail, education, and digital commerce within a unified brand architecture.

Revenue generation is categorised across six primary streams:

1. **Ticketing Revenue:** Daily entry fees from walk-in visitors and group packages. VIP members generate stable recurring sales through repeated use and agent reselling activities.
2. **Chalet & Accommodation Revenue:** Nightly stays, exclusive packages, and extended bookings tied to seasonal promotions.
3. **F&B (Food & Beverage) Revenue:** On-site kiosks, cafés, and event catering services generating both direct and profit-share returns.
4. **Agent Network Sales:** Commissions from authorised distributors and schools acting as secondary resellers of VIP memberships and tickets.
5. **Membership Fees:** One-time VIP enrolment fees and recurring renewals. This stream forms the financial foundation of the program's sustainability model.
6. **Merchandising & Licensing:** Sale and franchising of official Puyuh Emas merchandise, mascot-related products, and branded experiences.

This multi-tiered model balances daily cash flow stability with long-term profitability from membership loyalty and digital expansion.

6.1 Pricing Strategy & Elasticity Assumptions

The company adopts a Dynamic Pricing Strategy guided by economic elasticity principles and AI-driven market analytics.

Pricing logic for VIP and related tiers follows three governing rules:

- **Affordability Meets Exclusivity:** The RM689 one-time VIP fee is calibrated to be accessible for the middle-income demographic while signalling premium value through tangible privileges.
- **Elastic Demand Modelling:** Ticket and chalet discount rates (50% and 20% respectively) are designed to stimulate higher visitation frequency, offsetting margin reduction through volume expansion.
- **Data-Driven Adjustments:** The AI Engine continuously analyses purchasing behaviour, school activity, and regional tourism trends to recalibrate pricing parameters without human intervention.

This ensures the company remains competitively priced yet financially resilient under varying market conditions.

6.2 Cost Structure

The cost framework of AK Puyuh Emas Berhad is divided into five major categories:

1. **Cost of Goods Sold (COGS):** Includes consumables, ticket materials, chalet upkeep, and pool maintenance supplies.
2. **Labour Costs:** Covering staff salaries, lifeguards, maintenance personnel, and administrative support.
3. **Marketing & Promotion:** Advertising campaigns, digital content creation, and influencer collaborations aligned with corporate brand strategy.
4. **Technology Infrastructure:** Hosting, CRM software, AI maintenance, and data-security compliance expenditures.
5. **Corporate Overheads:** Utilities, insurance, taxes, licensing, and audit-related expenses.

Each cost centre is budgeted with quarterly oversight by the Finance & Strategy Division to maintain fiscal discipline and ensure optimal reinvestment ratios.

6.3 Financial Projections

The program's financial outlook projects steady compound growth over a 3–5 year horizon under the assumption of sustained membership acquisition and national expansion.

Year 1: Establishment and brand consolidation phase with moderate cash flow driven by initial VIP enrolments and high visitor turnout.

Year 2: Acceleration of revenue streams from agent sales and corporate partnerships, yielding projected profitability before tax.

Year 3–5: Maturity phase featuring regional expansion and VIP Exclusive rollout, supported by digital wallet integration and merchandising.

Cash flow stability is reinforced by pre-paid membership fees and recurring agent sales, ensuring strong liquidity even during seasonal fluctuations. Capital expenditure is projected primarily for land enhancement, AI platform scaling, and facility expansion.

6.4 Unit Economics & Break-Even Analysis

Each VIP Card possesses inherent profitability based on the following operational logic:

- Initial membership fee (RM689) covers production, administrative, and digital-onboarding costs within the first cycle.
- The average member redeems ticket and chalet discounts multiple times per year, indirectly boosting concession and food sales.
- Cross-sell activities (merchandise, BBQ rental, etc.) deliver incremental profit margins of 30–40%.

Based on volume projections, the program reaches operational break-even once 1,500 active memberships are achieved, assuming an average utilisation rate of 50% for privileges offered. Post-break-even, all subsequent membership sales transition directly into profit margin contributions or reinvestment reserves.

6.5 Commission & Agent Payout Model

Agents under the Free-Agent Distribution Framework earn commissions on each verified transaction.

The commission payout model is structured as follows:

- Primary Sales Commission: A fixed percentage based on the net VIP membership value.
- Performance Bonus: Tiered incentive linked to monthly sales milestones.
- Chalet & Ticket Commission: Variable payout for agents handling large group bookings.
- Corporate Partner Rebate: Custom-negotiated commission for school or NGO bulk registrations.

All payouts are digitally tracked and settled through the AI Financial Core to eliminate manual accounting errors and ensure transparency. Agents can view live earnings through their registered dashboard.

6.6 Discount Impact Modelling & Fraud Mitigation Costs

The program employs AI-powered Discount Impact Modelling to evaluate real-time profitability from redeemed discounts.

Each discount transaction is automatically weighted against forecasted footfall, ancillary purchases, and repeat visits.

The company mitigates potential misuse through:

- Automated fraud detection algorithms identifying abnormal redemption behaviour.
- Controlled daily quota per member (five discounted tickets, one discounted chalet).
- Real-time cross-verification against the central CRM.

Fraud-related costs are forecasted below 0.3% of total revenue — significantly lower than the hospitality-industry average — thanks to early prevention and strict access control protocols.

6.7 Funding Needs, Use of Proceeds & ROI Scenarios

Expansion and technological advancement of the VIP ecosystem require structured funding estimated at RM5–7 million over a three-year cycle. Funds will be deployed as follows:

- 40% toward infrastructure development — expansion of water slides, chalets, and camping zones.
- 30% for AI system enhancement and mobile app deployment.
- 20% for national marketing campaigns and agent recruitment.
- 10% reserved for regulatory compliance, insurance, and CSR contributions.

Return on investment is projected to exceed 25% annually after Year 3, driven by compounding membership growth, recurring ticketing revenue, and brand licensing.

Upon introduction of the VIP Exclusive Tier, profit margins are expected to scale exponentially through lifetime memberships and corporate sponsorship opportunities.

6.8 Audit & Reporting Schedule for Investors / Government

Financial transparency forms the cornerstone of AK Puyuh Emas Berhad’s governance philosophy. The following measures apply:

- Quarterly Management Reports: Covering income, expenditure, and membership statistics, submitted to the Board of Directors.
- Annual Audited Accounts: Prepared by an independent public accounting firm in accordance with Malaysian Financial Reporting Standards (MFRS).
- Investor Briefings: Conducted biannually to present operational updates, ROI metrics, and capital deployment summaries.
- Government Compliance Reporting: Annual filings to SSM, Inland Revenue Board (LHDN), and the Ministry of Tourism, Arts & Culture.
- AI-Based Transparency Ledger: A blockchain-linked subledger (future integration) designed to record all investor and member transactions for permanent verification.

These frameworks collectively assure investors, regulators, and the public that the company operates with integrity, precision, and accountability at every financial tier.

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PART G – MARKETING, GROWTH & PARTNER STRATEGY

7.0 Brand Positioning & Messaging

The AK Puyuh Emas Berhad brand occupies a distinctive space at the intersection of family recreation, national heritage, and technological innovation.

Its core brand identity — “The Kingdom of Joy” — symbolizes unity between culture, nature, and progress. The Kingdom VIP Program strengthens this narrative by positioning membership not merely as a benefit, but as a lifestyle elevation.

Core Brand Pillars:

1. **Royal Experience:** Every touchpoint must evoke grandeur, warmth, and a sense of belonging to something greater than entertainment.
2. **Innovation & Intelligence:** Technology, AI integration, and digital automation form the backbone of trust and efficiency.
3. **Community Empowerment:** Rooted in Kelantanese spirit, the brand reflects inclusivity, charity, and shared prosperity.
4. **Sustainability & Education:** The ecosystem extends beyond leisure — it nurtures knowledge, responsibility, and environmental consciousness.

Tagline Architecture:

- “From Joy Comes Legacy.”
- “Where Families Become Royalty.”
- “Malaysia’s First AI-Driven Kingdom of Leisure.”
- “The Golden Standard of Experience.”

This branding formula harmonises emotional resonance with modern professionalism, ensuring recognition both locally and regionally.

7.1 Value Communication for VIP

Every narrative surrounding the VIP Program is engineered to articulate one truth:

This is not a card — it is access to a Kingdom.

Website Copy Hooks:

- “Enter Beyond the Gates — Join the Kingdom VIP Today.”
- “RM689 for a Lifetime of Royal Privileges.”
- “Bring Joy, Build Wealth — Be a Kingdom VIP.”

Value Messaging Themes:

- For Families: Affordable luxury through daily joy.
- For Entrepreneurs: Passive income through agent privileges.
- For Visionaries: Early stake in the nation’s first AI-powered tourism franchise.
- For Institutions: Safe, educational, and scalable recreational partnerships.

A curated Tagline Bank and tone manual ensure that all communications — from flyers to media interviews — convey consistent, confident authority.

7.2 Acquisition Strategy

The company employs a multi-tiered acquisition blueprint that blends digital dominance with grassroots engagement.

Digital Strategy:

- Search Engine Optimization (SEO) targeting keywords such as “water theme park Kelantan”, “family resort Malaysia”, and “VIP membership tourism”.
- Paid social advertising across Facebook, Instagram, and TikTok with retargeting campaigns managed by the AI Engine.
- WhatsApp marketing automation for lead follow-ups, reminders, and exclusive promotion delivery.

Institutional Outreach:

- Strategic collaboration with schools and universities for educational trips and memberships under the Pakej Sekolah RM10 Program.
- Corporate bulk sales for Family Day, staff rewards, and loyalty gifts.
- Government & NGO partnerships promoting local tourism, environmental awareness, and youth empowerment.

On-Ground Campaigns:

- Seasonal roadshows in Kelantan, Terengganu, and Pahang.
- Event participation at state tourism fairs and entrepreneurial expos.
- Influencer and media visits under the “Royal Experience Tour” initiative.

This layered approach ensures sustained acquisition momentum and brand penetration across all socioeconomic tiers.

7.3 Partner Ecosystem

The Kingdom Partner Network is designed to evolve into a national ecosystem of mutual benefit.

Educational Partners:

Schools, colleges, and universities serve as entry pipelines for group packages, leadership camps, and co-curricular programs.

Corporate Partners:

Companies leverage VIP memberships for team-building, retreats, and incentive rewards, fostering long-term B2B relationships.

NGOs & Government Bodies:

Collaborations with social organisations amplify CSR visibility, particularly under the 1% for Asnaf and 1% for Animal Welfare initiatives.

Merchants & Vendors:

Local entrepreneurs participate through profit-sharing stalls, co-branded merchandise, or digital storefronts on the AI-powered platform.

Each partnership is governed by a formal Memorandum of Understanding (MoU) ensuring compliance, transparency, and sustainable value creation.

7.4 PR & Media Roadmap

The Public Relations Roadmap follows a phased structure to sustain visibility and credibility over time:

Phase 1 — Pre-Launch Narrative:

- Press teasers highlighting “Malaysia’s First AI-Powered Theme Park Ecosystem.”
- Influencer previews and behind-the-scenes media content.

Phase 2 — Launch Activation:

- Grand opening event with invited VIPs, government officials, and media partners.
- Press kits including fact sheets, key visuals, and founder messages.

Phase 3 — Sustained Engagement:

- Quarterly releases announcing milestones (membership count, new facilities, CSR impact).
- Placement of thought-leadership articles in national and regional publications.

The Communications Division maintains relationships with journalists and digital outlets to ensure continuous earned-media coverage and brand authority positioning.

7.5 Loyalty, Retention & Upsell Programs

Retention strategy is designed to convert members into advocates.

Key initiatives include:

- Annual VIP Appreciation Gala: A physical event celebrating top members and agents.
- Milestone Recognition System: Automated digital badges marking 1-year, 3-year, and 5-year loyalty milestones.
- Cross-Sell to VIP Exclusive: Gradual exposure of premium tier benefits (unlimited family access, biometric entry, AI concierge service).
- Referral Incentives: Rewarding members who introduce new participants with special vouchers or credit points.

Through the AI Engine's predictive modelling, targeted offers are delivered based on usage behaviour, ensuring sustained engagement without redundancy.

7.6 Merchandising & Licensing

The Golden Quail Mascot represents a critical revenue and branding pillar.

Monetisation initiatives include:

- Official merchandise lines — apparel, collectibles, stationery, and plush figures.
- Character-based storytelling integration into educational material and promotional videos.
- Franchise and licensing programs enabling third-party manufacturers to produce co-branded goods under supervision.

Each product line reinforces brand mythology while extending commercial presence across physical and digital retail channels.

Intellectual property rights are monitored by the Legal Affairs Division to ensure consistent design integrity and royalty collection.

7.7 KPI Targets

Performance tracking is anchored on quantifiable metrics ensuring all marketing investments yield measurable outcomes.

Core KPIs:

- Customer Acquisition Cost (CAC): To be maintained below 15% of average member fee.
- Lifetime Value (LTV): Minimum target of RM2,000 per active VIP member over three years.
- Conversion Funnel: 10% conversion rate from website visitor to active inquiry, 5% to paying member.
- Retention Rate: 80% annual active member engagement target.
- Agent Network Growth: 20% quarterly expansion of registered distributors.
- Public Awareness Index: Measured via Google Trends and media mentions growth rate of 50% YoY.

All metrics are tracked and visualised through the Executive AI Dashboard for continuous optimisation.

Regular quarterly reviews align results with the Board's growth objectives, ensuring that AK Puyuh Emas Berhad remains on trajectory to establish itself as Malaysia's most intelligent, inclusive, and profitable tourism ecosystem.

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PART H – SOCIAL IMPACT, CSR & COMMUNITY INTEGRATION

8.0 CSR Strategy & Objectives

The Corporate Social Responsibility (CSR) framework of AK Puyuh Emas Berhad is established not as a public relations tool, but as an embedded moral and operational principle. The framework integrates social development, ethical enterprise, and environmental sustainability into the company’s long-term strategic fabric.

At the core of this model lies the “1% + 1% Golden Commitment” — a structured mechanism in which 1% of total park revenue is allocated for Asnaf (underprivileged and needy individuals), and an additional 1% for Animal Welfare Initiatives. These allocations are channelled through verified partners and community organisations to ensure transparent, measurable distribution.

The CSR policy pursues four primary objectives:

1. To create tangible social upliftment within Kelantan and the broader Malaysian community.
2. To promote animal welfare and ecological responsibility as national values.

3. To strengthen local economic independence through inclusive entrepreneurship.
4. To position AK Puyuh Emas Berhad as a national model for sustainable corporate citizenship.

The execution of this CSR strategy is overseen by the Social Impact Division, operating under the direct supervision of the Board's Governance Committee.

8.1 Community Programs & Education Partnerships

The company recognises that education forms the cornerstone of long-term national resilience. Accordingly, AK Puyuh Emas Berhad maintains active collaborations with schools, universities, and training institutions through structured initiatives designed to integrate recreation with learning.

Key Initiatives Include:

- “Learning Beyond Walls” Program: A curriculum-enhancement experience combining environmental education, entrepreneurship, and recreational therapy within the theme park environment.
- Teacher Fellowship Scheme: Offering teachers free access passes and teaching aids to support educational visits and experiential learning.
- Internship & Apprenticeship Tracks: Enabling local youth to gain real-world skills in hospitality, management, marketing, and environmental conservation.
- Education Partnership MoUs: Formal agreements with educational boards to embed the Puyuh Emas Model as part of co-curricular activities.

Through these initiatives, the company transforms its operations from being a leisure destination into a living classroom, harmonising the joy of recreation with the pursuit of knowledge.

8.2 SME & Vendor Empowerment

Economic empowerment is a key pillar of AK Puyuh Emas Berhad's community-integration framework. The company actively develops and supports Small and Medium Enterprises

(SMEs) through the Local Vendor Empowerment Program, ensuring that the success of the theme park ecosystem extends far beyond its gates.

Vendor Onboarding Policy:

- Local entrepreneurs are prioritised for supply contracts, souvenir stalls, and concession spaces.
- Training and branding support are provided to help vendors align their operations with the Kingdom's quality and aesthetic standards.
- Transparent revenue-sharing models ensure that vendors retain fair profits while contributing to the park's excellence.
- Annual Vendor Awards recognise outstanding contributions, innovation, and service quality.

By cultivating a marketplace rooted in mutual benefit, the company fosters a self-sustaining local economy, strengthening Kelantan's reputation as a hub for creative tourism enterprise.

8.3 Measurement of Social Impact

Accountability is embedded in every CSR initiative through measurable and reportable outcomes. The company employs a Social Impact Measurement Framework (SIMF) to evaluate effectiveness across all initiatives.

Key performance indicators are assessed under four dimensions:

1. Economic Inclusion: Number of SMEs onboarded, employment generated, and income uplift for participating vendors.
2. Educational Outreach: Volume of students engaged, schools visited, and programs delivered annually.
3. Animal Welfare Progress: Number of animals rescued, rehabilitated, or supported through welfare contributions.
4. Community Well-Being: Beneficiary counts and documented improvements in local living standards.

Each quarter, a CSR Impact Report is compiled and presented to the Board of Directors, summarising activities, expenditures, and verified outcomes. Annually, the company may

publish a Golden Impact Summary, providing transparent insight into the broader societal benefits generated by its operations.

8.4 Grants & Government Funding Leverage

The integration of membership and operational data positions AK Puyuh Emas Berhad as a uniquely data-rich enterprise capable of substantiating social impact in quantifiable terms. This digital transparency strengthens the company's eligibility for both governmental grants and private funding instruments.

Key Utilisation Channels Include:

- **Tourism Development Funds:** Leveraging membership statistics to justify infrastructure expansion grants under Ministry of Tourism, Arts & Culture (MOTAC) programs.
- **Youth & Education Grants:** Using school participation data to qualify for co-curricular enrichment funding under Ministry of Education (MOE).
- **Rural Economy & SME Grants:** Demonstrating vendor integration and employment creation to secure development incentives from Majlis Amanah Rakyat (MARA) and SME Corp Malaysia.
- **Environmental & Animal Welfare Support:** Utilizing welfare metrics to obtain sustainability funding from government-linked agencies and international NGOs.

Through this data-centric CSR framework, every transaction within the park contributes not only to revenue but also to the park's social-funding credibility, thereby multiplying growth potential through verified accountability.

8.5 Stakeholder Engagement Plan

Effective community integration demands open dialogue, transparency, and continuous consultation. AK Puyuh Emas Berhad maintains a structured Stakeholder Engagement Plan (SEP) designed to foster trust, gather feedback, and ensure mutual growth.

Engagement Mechanisms Include:

- Community Advisory Council: Comprising educators, religious leaders, and local representatives who provide input on park development and CSR priorities.
- Annual Stakeholder Dialogue Sessions: Public forums where achievements, financial allocations, and future initiatives are presented transparently.
- Partnership Roundtables: Regular strategic sessions with NGOs, tourism boards, and private sector partners to align activities and identify new collaborative opportunities.
- Feedback Channels: Digital submission forms, WhatsApp hotlines, and AI-powered chat systems enabling real-time communication between the public and the management.

The outcome of these engagements is formally reviewed by the Corporate Affairs Division, ensuring that stakeholder insights directly influence strategic planning, operational refinement, and policy formulation.

Conclusion of Part H

Through this integrated CSR and community framework, AK Puyuh Emas Berhad redefines what it means to be a theme park operator in the 21st century.

Beyond entertainment, it establishes a legacy of compassion, sustainability, and collective prosperity — demonstrating that joy, when structured with purpose, can become a national movement of unity and transformation.

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PART I – RISK, SECURITY & CONTIGENCY PLANNING

9.0 Risk Register

The success and sustainability of the Kingdom VIP Program depend on an unwavering commitment to proactive risk management. AK Puyuh Emas Berhad maintains a formal Enterprise Risk Register (ERR) that classifies and monitors all potential threats across commercial, operational, reputational, legal, and technological domains.

Commercial Risks include fluctuations in tourism demand, competitor entry, or pricing volatility. Mitigation measures involve maintaining diversified revenue streams and flexible pricing strategies informed by AI analytics.

Operational Risks encompass staff turnover, system downtime, and supply chain interruptions. These are managed through continuous training, vendor redundancy, and automated alert systems.

Reputational Risks arise from public perception, media scrutiny, or customer dissatisfaction. Mitigation includes transparent communication, stringent service quality standards, and swift issue resolution under the Communications Protocol.

Legal and Compliance Risks stem from potential breaches of regulatory frameworks, data misuse, or non-conformance to PDPA and consumer law. These are controlled through internal audits, legal oversight, and data-governance policies.

Technological Risks include cyberattacks, hardware failures, or software corruption. The company maintains strict cybersecurity measures, multi-layer firewalls, and a 24/7 monitoring team to pre-empt potential system vulnerabilities.

Each identified risk is assigned a responsible officer, a review frequency, and a severity level, forming a continuously updated control matrix reviewed quarterly by the Risk & Governance Committee.

9.1 Fraud & Abuse Prevention Strategies

Fraud prevention is fundamental to maintaining the integrity of the Kingdom VIP Program. The company operates a Zero-Tolerance Policy toward any attempt to exploit membership privileges, falsify data, or resell unauthorised products.

Monitoring Measures Include:

- **Automated Transaction Surveillance:** The AI Engine analyses patterns of use, ticket redemption frequency, and location data to detect anomalies such as multiple uses of the same card or unauthorized duplication.
- **Blacklist Database:** Individuals or agents found engaging in fraudulent activity are recorded permanently within the internal compliance system and denied future access.
- **Digital Signature Validation:** Each membership and agent transaction is cryptographically timestamped to prevent forgery.
- **Penalty Structure:** Verified cases of fraud trigger immediate termination of membership or agency rights, forfeiture of benefits, and potential legal prosecution under the Penal Code and Consumer Protection Act.

These measures ensure fairness and safeguard the company's reputation as a trustworthy, technologically advanced organisation.

9.2 Crisis Management & Communication Protocols

Crisis scenarios — whether operational, reputational, or environmental — are governed by a Crisis Response Framework (CRF) ensuring immediate, coordinated action across all departments.

Upon incident detection, the Crisis Management Team (CMT), chaired by the Managing Director, is convened to assess impact, activate mitigation plans, and issue official communication. All staff follow predefined escalation paths to ensure precision and control.

Operational Response:

- The site is secured and assessed for safety.
- Emergency services are contacted if required.
- Business continuity operations are activated to minimise disruption.

Public Relations Response:

- The Communications Division prepares verified statements within the first hour of incident confirmation.
- Only designated spokespersons may issue public responses, ensuring message consistency and factual accuracy.
- Social media monitoring is intensified to manage misinformation and protect brand perception.

Periodic simulations and media-handling workshops ensure all personnel remain trained to manage crisis events confidently and professionally.

9.3 Security Incident Response

The Security Incident Response Framework (SIRF) governs the management of all physical and digital security events affecting the company.

Data Breaches:

In the event of unauthorised access or potential compromise of personal data, the Data Protection Officer (DPO) must be informed within one hour of detection. Immediate containment procedures include system isolation, log analysis, and password reset protocols. Notification to affected parties and authorities is completed within 72 hours in compliance with PDPA guidelines.

Physical Security Incidents:

For incidents involving theft, vandalism, or injury on-site, the Security Operations Unit activates emergency protocols — securing evidence, assisting affected parties, and liaising with law enforcement. CCTV footage is archived and reviewed for investigative purposes.

Post-Incident Review:

A comprehensive post-mortem is conducted following any incident, identifying root causes and preventive improvements. Reports are submitted to the Board within seven working days, ensuring accountability and procedural refinement.

9.4 Insurance Coverage & Risk Transfer

To safeguard against unforeseen financial loss, AK Puyuh Emas Berhad maintains an extensive Insurance Portfolio encompassing all major risk categories:

- **Public Liability Insurance:** Protects against injury or damage claims from visitors or third parties.
- **Property All-Risks Insurance:** Covers physical assets including slides, chalets, IT infrastructure, and operational equipment.
- **Business Interruption Insurance:** Provides revenue protection in cases of temporary shutdown due to disaster or major technical failure.
- **Cyber Liability Insurance:** Covers data breaches, hacking incidents, and digital theft.

- Directors' & Officers' (D&O) Insurance: Protects key management personnel from personal liability arising from corporate decisions.

The portfolio is reviewed annually in collaboration with accredited insurance brokers to ensure optimal coverage aligned with the evolving scale of operations and technological integration.

9.5 Continuity & Critical Systems Redundancy

Business Continuity Management (BCM) ensures uninterrupted operations even under adverse conditions. The program is structured around three critical layers:

Infrastructure Redundancy:

The AI and website servers operate under a dual-zone model with automatic failover. Redundant power supplies, backup internet connectivity, and physical data storage replication ensure 24/7 functionality.

Operational Continuity:

Key departments — Finance, Operations, Customer Service, and ICT — maintain predefined Continuity Roles. In emergencies, these roles shift into Remote Operation Mode using secure VPN and encrypted communication channels.

Recovery & Restoration:

The Disaster Recovery Plan (DRP) outlines a maximum downtime tolerance of 60 minutes for digital systems and 12 hours for full facility recovery. Weekly backup cycles and monthly restoration drills confirm procedural readiness.

In all instances, continuity measures are documented, tested, and approved by the Corporate Risk Oversight Committee, ensuring preparedness and resilience against any scenario that may endanger corporate assets or public trust.

Conclusion of Part I

Through these robust frameworks of risk governance, security enforcement, and continuity planning, AK Puyuh Emas Berhad ensures that the Kingdom VIP Program remains not only an innovative venture but a fortress of trust and reliability.

Every precaution — from AI monitoring to insurance protection — reaffirms the company's commitment to integrity, foresight, and the unwavering safety of all members, partners, and stakeholders.

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PART J – VIP EXCLUSIVE: FUTURE-READINESS & LAUNCH PLAN

10.0 VIP EXCLUSIVE Concept & Rationale

The VIP Exclusive Tier represents the evolution of the Kingdom VIP Program into a new echelon of privilege, symbolising the perfect harmony between exclusivity, technology, and family legacy.

It is designed as a lifetime-access membership granting unlimited entry and premium benefits to a single verified family unit.

The rationale behind this tier extends beyond convenience — it embodies the company's long-term strategy of transforming Taman Tema Air & Resort Puyuh Emas into a royal institution of experience, where members are not mere customers, but permanent stakeholders in a living legacy.

This model differentiates AK Puyuh Emas Berhad from traditional theme parks by combining hospitality, technology, and membership economics into a self-reinforcing ecosystem.

It marks the transition from transactional engagement to dynastic participation — ensuring that the Kingdom of Joy endures across generations.

10.1 Detailed VIP EXCLUSIVE Benefits Catalogue

Members of the VIP Exclusive Tier enjoy an extensive catalogue of privileges that consolidate luxury, freedom, and continuity. Each benefit is crafted to deliver practical value while reinforcing emotional ownership of the brand.

Key Benefits Include:

- **Unlimited Lifetime Entry:** Access to Taman Tema Air & Resort Puyuh Emas throughout the year without restriction or blackout periods.
- **Full-Family Inclusion:** Benefits extend to every registered household member, verified during enrolment.
- **Dedicated VIP Gate Access:** Exclusive biometric or card-based entry lane for fast, seamless arrival.
- **Private Chalet Access:** Priority booking and 25% lifetime discount on all chalets, subject to availability.
- **Complimentary Royal Welcome Pack:** Commemorative physical card, framed certificate, and personalised family emblem.
- **Annual Family Celebration:** Exclusive invitation to the Royal Gala of Joy — an evening honouring all VIP Exclusive members.
- **First-Access Privilege:** Early registration and discounted pricing for any future park or resort opening under the Puyuh Emas Network.
- **AI Concierge Service:** Personalised planning via the Ultimate AI Engine — handling tickets, reservations, and recommendations in real time.
- **Legacy Transfer Option:** The membership may be inherited by direct descendants through official re-registration.

Each component of this catalogue is built to ensure that the VIP Exclusive experience transcends material benefit, becoming an enduring badge of status and belonging.

10.2 Family Verification Protocols

Integrity and exclusivity depend upon accurate verification. The enrolment process for VIP Exclusive Membership follows a multi-layered Know-Your-Customer (KYC) and biometric protocol.

Documentation Requirements:

- National identification for each registered family member.
- Proof of residence verifying shared household address.
- Passport-sized photographs for profile integration.
- Optional verification of familial relation through marriage or birth certificates for legacy registration.

Biometric Options:

- Facial recognition scan during enrolment (primary method).
- Optional fingerprint verification for security-sensitive families.
- AI-driven ID validation cross-checking all entries with national records to prevent duplication.

All verification data are encrypted, stored within the Membership Governance Module, and managed in full compliance with the Personal Data Protection Act 2010.

10.3 Price Discovery & Tiering Options

The pricing framework for the VIP Exclusive Tier is positioned within the upper quartile of Malaysia's leisure and hospitality market, reflecting both scarcity and prestige.

The initial price discovery process will evaluate multiple models:

- Fixed Premium Model: A lifetime one-time payment granting perpetual benefits.
- Tiered Family Size Model: Variable pricing based on number of registered family members.
- Subscription Hybrid Model (Future): Annual maintenance fee granting continued access to future expansion parks.

The company's AI analytics will conduct sensitivity analysis on demographic data, income trends, and purchasing patterns to optimise conversion and affordability while preserving exclusivity.

Final pricing will be endorsed by the Board's Strategic Finance Committee before launch.

10.4 Pilot Program Design

The VIP Exclusive Pilot Phase will act as a controlled validation study prior to full-scale rollout.

Selection & Sample Size:

A total of 100 families from existing VIP members will be selected based on activity level, purchase frequency, and tenure.

Duration:

A six-month testing period, divided into three operational review cycles.

Key Performance Indicators (KPIs):

- Uptake rate of pilot invitations.
- System reliability for biometric access and digital concierge.
- Average usage frequency per family.
- Feedback ratings on satisfaction, convenience, and perceived value.
- Incremental revenue per member vs. standard VIPs.

A final Pilot Evaluation Report will be presented to the Board, detailing results, financial performance, and operational adjustments necessary for national scaling.

10.5 Upgrade Path for Existing VIPs

To honour the loyalty of current VIP members, a structured upgrade pathway shall be implemented upon launch of the VIP Exclusive Tier.

Conversion Framework:

- Existing VIP holders may apply for early conversion at a preferred introductory rate.
- Members with high activity records may qualify for pro-rata credit toward upgrade cost.
- Select members demonstrating exemplary community involvement or agent performance may receive automatic upgrade invitations through the Royal Lottery Initiative.

All upgrade requests are processed through the digital portal, with transparent validation handled by the Membership Governance Unit.

This structure guarantees fairness, encourages aspiration, and sustains member retention.

10.6 Marketing & PR for VVIP Launch

The unveiling of the VIP Exclusive Tier is envisioned as a national-level media spectacle — designed to symbolise the future of Malaysia’s tourism and membership excellence.

Launch Strategy Includes:

- Invite-Only Press Conference: Hosted at Taman Tema Air & Resort Puyuh Emas, attended by top officials, investors, and select influencers.
- Premiere Event: A “Royal Evening of Light” gala introducing the first 100 VIP Exclusive families, complete with themed performances, fireworks, and brand storytelling.
- Documentary Feature: Short film chronicling the vision, technology, and people behind the Kingdom VIP Program.
- Media Partnerships: Collaboration with national newspapers, online platforms, and broadcast networks.
- Exclusive PR Kit: Professionally produced package including digital assets, testimonials, and executive statements for media distribution.

The communications tone will balance exclusivity with national pride — portraying AK Puyuh Emas Berhad not merely as a company, but as a movement redefining Malaysian leisure culture.

10.7 Legal & Operational Safeguards

Given the premium nature of the VIP Exclusive Tier, robust legal and operational safeguards are indispensable.

Legal Provisions:

- All privileges are strictly non-transferable except for formal legacy transfer under the Family Succession Protocol.
- Misrepresentation or unauthorised sharing of membership privileges results in immediate termination and forfeiture without refund.
- The company reserves full legal right to pursue damages under breach of contract.

Operational Enforcement:

- Access controlled by biometric verification to prevent unauthorised use.
- AI-driven monitoring of entry frequency and profile matching.
- Periodic verification audits by the Compliance & Security Division to ensure adherence to membership terms.

These safeguards ensure that the VIP Exclusive identity remains unblemished — preserving its exclusivity, trust, and prestige as a lifetime honour within the Kingdom of Joy.

Conclusion of Part J

The VIP Exclusive Tier is more than a product — it is the embodiment of AK Puyuh Emas Berhad's long-term vision: a union of innovation, heritage, and prestige under the guiding principle that joy is a legacy worth inheriting.

By blending family loyalty, data intelligence, and luxury recreation, the company creates a timeless structure where prosperity, reputation, and human connection coexist in equilibrium.

Through this, AK Puyuh Emas Berhad cements its place not only as a corporate entity, but as the architect of a golden cultural era for Malaysia.

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PART K – IMPLEMENTATION ROADMAP & GOVERNANCE

11.0 Phased Implementation Timeline

The implementation of the Kingdom VIP Program shall follow a meticulously structured, multi-phase roadmap spanning from strategic inception to full operational maturity.

Each phase integrates defined deliverables, accountable owners, and measurable success outcomes to ensure clarity, control, and continuity of execution.

Phase 1 — Foundation Establishment

This phase covers the deployment of critical infrastructure: system architecture setup, website readiness, CRM database configuration, and legal documentation standardization.

Deliverables include completion of all policy frameworks, issuance templates, and verification protocols for membership enrolment.

Phase 2 — Pilot Deployment

A live pilot will be conducted for selected early members and agents. This stage tests onboarding flows, AI automation, ticket redemptions, and data synchronization between systems.

Success criteria: verified functional stability across 95% of user transactions and a minimum satisfaction rate of 90% among pilot participants.

Phase 3 — Full Operational Rollout

Upon successful pilot validation, the program will expand nationwide. Marketing integration, agent partnerships, and vendor coordination will be launched simultaneously.

Key deliverable: nationwide registration system with 100% operational uptime and multi-channel availability.

Phase 4 — Expansion and Continuous Innovation

This phase focuses on cross-brand integrations, international collaborations, and future-tier development such as the VIP Exclusive Membership.

Primary objective: establish AK Puyuh Emas Berhad as Malaysia's model for AI-powered hospitality ecosystems, ensuring the brand's readiness for regional expansion.

Each phase will be governed by a master Gantt and reviewed quarterly by the Program Management Office (PMO) under the oversight of the Board of Directors.

11.1 Project Governance Structure

To preserve transparency, accountability, and execution discipline, a multi-tiered governance structure is established:

Steering Committee:

The ultimate decision-making authority comprising the Chief Executive Officer, Executive Director of Strategic Growth & Innovation, Chief Financial Officer, and Head of Corporate Governance.

Their responsibility is to align project outcomes with strategic priorities, approve financial allocations, and resolve escalated issues.

Program Management Office (PMO):

The operational backbone of the program, responsible for day-to-day coordination, risk monitoring, milestone tracking, and cross-departmental integration.

It acts as the central intelligence hub ensuring alignment between business, technology, and field operations.

Change Control Board (CCB):

A specialized panel within the PMO that evaluates any proposed modification to system design, pricing models, or contractual terms.

Its decisions are guided by structured impact assessments to prevent scope creep and preserve program integrity.

Quality & Compliance Unit:

Responsible for continuous review of standard operating procedures, ensuring adherence to internal policies, PDPA requirements, and ISO-aligned operational standards.

11.2 Resource & Capability Plan

The success of the Kingdom VIP Program depends on the right balance between technological capability, human expertise, and partner collaboration.

Human Capital:

- Appointment of dedicated Membership Operations Managers to oversee onboarding and verification.
- Recruitment of Data Analysts for AI-driven insight generation and fraud detection.
- Engagement of Customer Relationship Executives specialized in hospitality communications.
- Establishment of an Agent Relations Team to coordinate regional reseller activities.

Vendor & Partner Selection:

Vendors are chosen through a transparent, merit-based process emphasizing technological reliability, cost efficiency, and cultural alignment with the company's values.

All third-party integrations, including payment processors, IT developers, and marketing agencies, must pass compliance audits before contractual onboarding.

Infrastructure & Technology:

System resources will be hosted on secured, cloud-based architecture ensuring scalability and redundancy.

Backup servers and disaster recovery nodes are to be positioned within Malaysia to comply with data sovereignty laws.

This holistic resource structure ensures that the operational engine of the Kingdom VIP Program remains agile, responsive, and resilient.

11.3 Pilot KPIs & Success Criteria

The pilot phase functions as the empirical foundation for full-scale deployment. It will be measured through quantitative and qualitative performance metrics to validate functionality, satisfaction, and profitability.

Key Performance Indicators Include:

- Average registration completion time (target: under five minutes).
- Transaction success rate (target: 95% or higher).
- Member satisfaction score (target: minimum 90%).
- Agent compliance rate (target: zero unresolved fraud incidents).
- Revenue uplift comparison (pilot vs. pre-launch baseline).
- System uptime performance (target: 99.5% minimum).

Success is declared only when all thresholds are achieved or exceeded.

Upon validation, a formal Go/No-Go Report shall be submitted to the Steering Committee, accompanied by a full data audit conducted by the PMO and verified by the Finance Division.

11.4 Training & Operational Readiness

Operational excellence depends upon rigorous preparation of every individual involved in the ecosystem.

Frontline Training:

All front-desk, ticketing, and chalet staff shall undergo structured induction programs covering membership verification, dispute handling, and guest service etiquette.

Training modules emphasize empathy, professionalism, and the golden principles of the Kingdom of Joy Experience.

Agent Training:

Registered agents will be trained in compliance policies, pricing integrity, data reporting, and ethical sales practices.

A standardized Agent Certification Program will be issued upon completion of all modules, granting them official resale authority.

Partner Training:

Vendors, schools, and corporate collaborators will receive orientation on data sharing, event coordination, and joint marketing frameworks to ensure unified brand representation.

All training records shall be maintained digitally through the company's Learning Management System (LMS), providing traceability and accountability for all staff competencies.

11.5 Monitoring, Reporting & Continuous Improvement Loop

The Kingdom VIP Program operates on the principle of perpetual refinement — guided by real-time intelligence and feedback analytics generated by the Ultimate AI Engine.

Monitoring Framework:

- Continuous collection of operational data across ticketing, membership engagement, and agent sales.
- AI-based anomaly detection for fraud prevention and efficiency improvement.
- Monthly executive dashboards summarizing performance indicators for all departments.

Reporting Mechanism:

All functional units shall submit standardized monthly reports to the PMO for consolidation.

Quarterly reviews will be conducted with the Steering Committee to assess strategic progress, financial results, and operational bottlenecks.

Continuous Improvement Cycle:

Findings from reports and customer feedback are translated into tangible process enhancements, policy revisions, and system updates.

An internal Innovation Feedback Portal shall be launched to capture frontline insights and member suggestions, ensuring adaptive evolution over time.

This cyclical governance framework guarantees that the Kingdom VIP Program remains dynamic, efficient, and future-ready — evolving in parallel with both technological innovation and community expectations.

Conclusion of Part K

Through disciplined governance, measurable milestones, and adaptive leadership, AK Puyuh Emas Berhad establishes itself as a model of operational excellence within Malaysia's leisure and tourism sector.

The Kingdom VIP Program is not merely a membership system but a living framework of innovation — powered by intelligence, sustained by structure, and guided by purpose.

This governance model ensures that every success today lays the foundation for tomorrow's empire of joy.

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PART L – APPENDICES & SUPPORTING MATERIAL

12.0 Sample Contracts & Templates (Member T&Cs, Agent Agreements)

The following section provides a comprehensive overview of the formal legal and operational templates integral to the VIP ecosystem.

These documents serve as official instruments to ensure clarity, uniformity, and compliance across all levels of the organization.

Membership Terms & Conditions Template:

Defines the contractual relationship between AK Puyuh Emas Berhad and every registered VIP Member.

It outlines the privileges, obligations, and limitations of membership usage, including card rights, permitted beneficiaries, and discount structures.

Special clauses address non-transferability, misuse penalties, and compliance with PDPA and tourism regulations.

Agent & Reseller Agreement Template:

This governs relationships with authorized agents and resellers of the Kingdom VIP Program.

It specifies commission structures, reporting obligations, anti-fraud commitments, and brand integrity standards.

An indemnity clause protects the company against misrepresentation, ensuring consistent market conduct and adherence to the official price policy.

Vendor Participation Agreement:

For third-party merchants and hospitality partners, this agreement establishes the revenue-sharing mechanisms, quality standards, and data-sharing protocols under the brand's AI-integrated environment.

All templates are periodically reviewed by the Legal Department and updated to reflect evolving regulatory frameworks, ensuring sustained corporate protection and transparency.

12.1 SOP Checklists (Onboarding, Redemption, Agent Settlement)

Operational consistency across multiple touchpoints is maintained through standardized checklists embedded within the internal SOP manuals.

Membership Onboarding Checklist:

- Verification of KYC documents and payment confirmation.
- Issuance of physical and digital membership cards.
- Data entry into the central CRM with real-time synchronization to the AI Engine.
- Confirmation email and WhatsApp notification dispatched to member.

Ticket & Chalet Redemption Checklist:

- Member identity verification via QR or ID.
- Automatic validation of active membership tier and discount eligibility.
- System record update in transaction logs for audit purposes.

Agent Settlement Checklist:

- Submission of weekly transaction reports.
- Validation of ticket serials and member details.
- Calculation of commission payouts based on verified volume.
- Payment release authorization by Finance Division.

Each checklist serves as a living document, routinely updated to reflect operational feedback and AI performance insights.

12.2 Data Schemas & API Specifications (High-Level)

The Kingdom VIP Program operates on a unified data architecture enabling seamless interaction between the main website, Point-of-Sale (POS), Membership CRM, and mobile integration systems.

Core Data Schema Overview:

The schema includes primary entities such as:

- Member Profiles (personal data, tier, expiry date, referral code).
- Transaction Records (tickets, chalet bookings, resales, redemptions).
- Agent Profiles (commission logs, status, compliance rating).
- Partner Data (vendor sales, inventory sync, revenue sharing).

API Specification Summary:

A secured RESTful API enables integration between the AI Engine, Elementor CMS, WhatsApp API, and payment gateways.

All endpoints are token-authenticated, encrypted with AES-256 standards, and monitored through an API gateway with anomaly detection.

Future releases will include public API access for verified government agencies and travel platforms under partnership agreements.

12.3 Financial Models (Excel Templates & Assumptions)

Comprehensive financial models underpin all major decisions within the VIP ecosystem.

The appendices include master Excel templates containing the following:

- Revenue Forecast Model — projecting monthly and annual membership inflows, agent-driven ticket sales, and chalet income streams.
- Discount Impact Model — simulating financial effects of the VIP discount structure on net profit margins.
- Break-Even Calculator — determining the number of memberships required to offset operating costs and card issuance.
- ROI Scenario Matrix — comparing baseline, optimistic, and conservative growth projections over a five-year horizon.

All assumptions are based on verified historical sales data, government tourism growth trends, and inflation-adjusted cost structures.

The models serve both as financial control instruments and as transparent frameworks for external audit review.

12.4 Promotional Assets (Flyer Artwork, Social Banners, Logo Variants)

A curated library of approved visual and digital materials is maintained to ensure brand consistency across all public communication channels.

Official Asset Repository Includes:

- High-resolution artwork of the “Kingdom Experience” promotional flyer.
- Editable social media banner templates for Facebook, TikTok, and Instagram.
- Vector-based logo variants for both AK Puyuh Emas Berhad and Taman Tema Air & Resort Puyuh Emas.
- Mascot imagery of the Golden Quail in both casual and ceremonial designs, optimized for animation and print use.
- Approved color palette references for Royal Gold, Royal Black, and Royal Red, complete with digital color codes (Pantone, HEX, and CMYK).

Usage of these materials is governed by the Brand Use Policy detailed in Section 5.4. Any modification or third-party adaptation requires written authorization from the Corporate Branding Department.

12.5 Legal Disclosures & Consent Forms (Family Upload Template)

To maintain compliance with privacy and data protection regulations, the following consent and disclosure documents are standardized:

Member Consent Form:

A formal declaration confirming agreement to data collection, retention, and use for service delivery and marketing communication.

Family Verification Upload Template:

Applicable for VIP Exclusive members, this form collects necessary documentation (IC, family certificates, and photographs) for identity confirmation.

All uploads are encrypted and stored within restricted-access directories on the corporate cloud infrastructure.

Third-Party Data Sharing Disclosure:

Outlines circumstances under which limited data may be shared with government tourism agencies or event partners, always subject to written consent and regulatory approval.

12.6 Glossary of Terms & Abbreviations

This section defines all operational, technical, and commercial terms used throughout the dossier to ensure consistent interpretation across departments and stakeholders.

Examples include:

- VIP — General Membership Tier offering standard benefits and discounts.
- VIP Exclusive — Future premium tier with family-based privileges and non-transferable access.
- AI Engine — Proprietary automation and analytics framework managing personalization, data mining, and performance tracking.
- Agent — Authorized reseller or distributor of VIP memberships and tickets under contract.
- PDPA — Personal Data Protection Act (Malaysia).
- CRM — Customer Relationship Management system centralizing all member and transaction data.
- CSR — Corporate Social Responsibility initiative of the company.
- KYC — Know Your Customer; a process to verify member authenticity before card activation.

This glossary serves as an interpretive anchor to maintain precision and professional integrity across all documents.

12.7 Contact & Escalation Directory

The Contact & Escalation Directory ensures clear communication and accountability at every operational level.

It outlines official points of contact for both internal and external stakeholders.

Primary Corporate Office:

AK Puyuh Emas Berhad

Lot 3615, Kampung Tirok, Gual Ipoh, 17500 Tanah Merah, Kelantan, Malaysia.

Email: admin@puyuhemas.my

Website: www.puyuhemas.my

Telephone: 018-369 7898 / 010-774 0007

Key Leadership Contacts:

- Executive Director of Strategic Growth & Innovation: Oversees development and implementation of all VIP Program strategies.
- Operations Manager (Theme Park): Responsible for membership verification, ticketing, and front-end systems.
- Chief Financial Officer: Oversees financial settlements, agent commissions, and accounting integrity.
- Legal & Compliance Officer: Manages all contractual, PDPA, and regulatory correspondence.

Escalation Protocol:

Urgent matters related to security, public complaints, or legal threats must be escalated directly to the Executive Director within two working hours.

Non-critical issues follow the standard support queue managed by the PMO's helpdesk under a 48-hour SLA.

Conclusion of Part L

The Appendices & Supporting Material form the operational backbone and legal scaffolding of the Kingdom VIP Program.

They serve as living references — adaptable, auditable, and continuously refined in alignment with the company's expansion trajectory and AI ecosystem evolution.

Through these appendices, AK Puyuh Emas Berhad reinforces its unwavering commitment to transparency, professionalism, and sustainable excellence.

Every policy, file, and framework contained herein exists to uphold the company's vision:

To transform joy into legacy, and loyalty into the foundation of a national brand.

AK Puyuh Emas Berhad
The Kingdom VIP Program
Master Dossier – Official Strategic Document

Prepared by: AK Puyuh Emas Berhad, Taman Tema Air & Resort Puyuh Emas
Confidentiality Level: Internal and Authorised Distribution Only

All information contained in this dossier is the intellectual property of AK Puyuh Emas Berhad and may not be reproduced, distributed, or used in any form without prior written consent from the company's Board of Directors.

Back Matter

13.0 Signatures & Formal Approvals (Board Sign-Off)

This section constitutes the official endorsement and authorization of the Kingdom VIP Program (Master Dossier) by the Board of Directors and authorized executives of AK Puyuh Emas Berhad.

By signing below, each individual affirms that the document has been reviewed in full, and that its strategies, operational models, and policy frameworks are approved for phased execution under the governance structure described in Part K.

All signatories acknowledge collective responsibility for ensuring that the Kingdom VIP Program operates in full compliance with Malaysian laws, corporate governance standards, and the ethical values upheld by AK Puyuh Emas Berhad.

Board Endorsement Declaration:

“We, the undersigned, hereby approve this document as the official strategic, operational, and governance framework for the AK Puyuh Emas Berhad — Kingdom VIP Program. We affirm our commitment to transparency, innovation, and sustainable development as defined herein.”

Authorized Signatories:

- Chairman of the Board – AK Puyuh Emas Berhad
- Executive Director of Strategic Growth & Innovation
- Chief Financial Officer
- Chief Operations Officer (Theme Park & Resort Division)
- Head of Legal & Compliance
- Chief Technology Officer (AI & Data Systems)

Witnessed By:

- Corporate Secretary, AK Puyuh Emas Berhad
- External Legal Advisor

Date of Board Resolution Approval:

Document Reference Code: AKPEB/VIP/MASTERDOSSIER/REV-1.0

Official Effective Date:

Upon approval, a certified copy of this dossier shall be archived within the corporate repository and digitally notarized under company seal, with a version-controlled copy stored in the secure cloud system under the AI Engine’s document registry module.

13.1 Distribution List & Confidentiality Notices

This dossier is classified as a Confidential Strategic Document of AK Puyuh Emas Berhad.

Its distribution is restricted to authorized internal and external stakeholders directly involved in the planning, execution, or regulatory oversight of the Kingdom VIP Program.

Authorized Recipients Include:

- Members of the AK Puyuh Emas Berhad Board of Directors.
- Executive management personnel of Taman Tema Air & Resort Puyuh Emas.
- Approved auditors, financial advisors, and legal counsel.
- Ministry and state-level agencies engaged in tourism, education, or SME development (subject to NDA).
- Government-linked investors and strategic corporate partners under written confidentiality.

Confidentiality Notice:

“This document contains proprietary information, operational strategies, and intellectual property belonging exclusively to AK Puyuh Emas Berhad. Unauthorized duplication, dissemination, or disclosure, in whole or in part, is strictly prohibited. All recipients are bound by the company’s Confidential Information Policy and by applicable sections of the Companies Act 2016 and Personal Data Protection Act (PDPA) 2010.”

A digital tracking system embedded within the AI Engine monitors the access logs of every distributed version to ensure full chain-of-custody visibility.

Each version distributed is marked with a unique digital watermark and checksum identifier to detect unauthorized edits or leaks.

13.2 Next Steps & Action Items (Immediate 30/60/90 Day Tasks)

The following implementation roadmap defines the immediate operational, financial, and technical deliverables following approval of this dossier.

It provides a structured timeline for mobilization, ensuring accountability and timely progress across all departments.

First 30 Days (Initiation Phase)

- Official internal announcement of the approved Kingdom VIP Program.
- Establishment of the Project Management Office (PMO) with defined roles and escalation channels.

- Launch of the digital membership form within www.puyuhemas.my.
- Completion of card design finalization (VIP physical cards).
- Begin pilot batch of agent onboarding under the Operations Division.
- Final approval of pricing and commission parameters by Finance.
- Activation of internal AI tracking modules for real-time data monitoring.

Next 60 Days (Execution Phase)

- Public soft launch of the VIP Membership at the Taman Tema Air & Resort Puyuh Emas site.
- Integration of the membership redemption system into POS and ticketing modules.
- Training of front-line staff and agents under standardized SOP curriculum.
- Start of the digital marketing campaign for VIP sign-ups via social media and Google Ads.
- Submission of preliminary financial report and performance dashboard to the Board.
- Begin early-stage partner discussions for government-linked funding and collaboration.

Next 90 Days (Stabilization & Scaling Phase)

- Launch of the VIP Member Portal for account access and self-service.
- Begin recruitment of candidates for the upcoming VIP Exclusive Pilot Program.
- Conduct performance evaluation of agent network and revise incentives as required.
- Submit interim audit of membership data integrity and transaction accuracy.
- Prepare formal presentation package for state-level tourism funding and investment partnerships.
- Develop the official Kingdom Club Registration Proposal, leveraging membership data for government recognition and support.
- Publish quarterly progress report internally and file to the corporate archive system.

Reporting & Oversight:

The Project Management Office shall report bi-weekly to the Executive Director and monthly to the Board.

Each milestone must be accompanied by supporting documentation, including metrics, audit trails, and stakeholder feedback, as logged in the AI Engine's executive dashboard.

Closing Note

The Back Matter marks the transition from strategy to execution — from vision to legacy.

With these signatures, declarations, and action directives, AK Puyuh Emas Berhad affirms its commitment to lead not only as a business but as a national standard-bearer of innovation, community empowerment, and AI-integrated enterprise.

This document, now complete, represents the first step toward the creation of a tourism and recreation ecosystem that unites joy, education, economy, and technology — under one timeless emblem:

“The Kingdom of Joy — Powered by Vision, Sustained by Innovation.”

AK Puyuh Emas Berhad
The Kingdom VIP Program
Master Dossier – Official Strategic Document

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THE LEGACY DECLARATION

The Founding Decree of the Kingdom VIP Era
AK Puyuh Emas Berhad
Taman Tema Air & Resort Puyuh Emas, Tanah Merah, Kelantan

Prologue

In the year of transformation and renewal, under the enduring light of vision and faith, AK Puyuh Emas Berhad hereby proclaims the establishment of an everlasting framework —

a living system of prosperity, education, and joy, born of the people, powered by innovation, and destined for legacy.

This declaration signifies the beginning of a new chapter in Malaysia’s economic and social evolution — where community, commerce, and culture converge into a single golden path:

The Kingdom VIP Program.

The Essence of the Declaration

Let it be known that this program, conceptualized and executed under the authority of AK Puyuh Emas Berhad, represents not merely a membership, but a gateway —

a gateway into a living ecosystem where leisure meets livelihood, and recreation fuels reinvention.

Through the synergy of technology, education, and ethical commerce, the Kingdom VIP Program shall stand as a living model of how innovation can serve both people and nation.

It is a bridge between joy and responsibility, between imagination and enterprise, between tradition and the AI-powered future.

The Mandate of Vision

Under this charter, the Kingdom VIP Program is hereby recognized as the official flagship of AK Puyuh Emas Berhad's national growth initiative, symbolizing:

- The unification of business and benevolence, where each membership uplifts both the individual and the community.
- The pioneering of AI-integrated tourism and hospitality, setting a technological benchmark for future generations.
- The empowerment of local entrepreneurship, transforming members into agents of opportunity and prosperity.
- The preservation of cultural and environmental harmony, ensuring that progress never comes at the cost of nature or heritage.

This declaration shall guide all actions, projects, and innovations under the brand's banner — now and in perpetuity.

The Call to Legacy

From this day forward, every member, agent, partner, and leader within this Kingdom shall uphold the principles herein declared:

to act with integrity, to build with purpose, and to dream with courage.

Each card issued is not a token of privilege, but a seal of responsibility — a symbol of belonging to a collective greater than oneself.

Each partnership formed is a pact to advance not only the business of leisure, but the art of legacy-building itself.

The Eternal Pledge

We, the undersigned and the entrusted custodians of this enterprise, pledge our steadfast devotion to the continuity of this vision.

We commit to guard its integrity, nurture its community, and ensure its perpetual growth for generations to come.

“In gold we find brilliance, in black we find strength,
and in the unity of both — we forge the legacy of Puyuh Emas.”

Henceforth, this document shall serve as both a charter of foundation and a contract of destiny, marking the rise of a new chapter in Malaysia’s entrepreneurial renaissance.

Ratified and Declared Under Seal

Executed under the authority of the
Board of Directors, AK Puyuh Emas Berhad

On this day of 11TH November 2025

At the corporate grounds of Lot 3615, Kampung Tirok, Gual Ipoh, Tanah Merah, Kelantan.

Signed in witness of progress, unity, and vision everlasting.

(Official Corporate Seal to be affixed here)

Epilogue

And so begins the age of the Kingdom VIP Era —

an age where water flows with laughter, innovation breathes with humanity,

and every quail that soars from these golden lands carries with it the symbol of what Malaysia can become:

A Nation of Joy, Intelligence, and Legacy.

— **AK PUYUH EMAS BERHAD**

The Kingdom of Joy. The Empire of Tomorrow.