



ELEVATING POTENTIAL INTO PERFORMANCE

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Malaysia Ministry of Finance (MOF)
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PUSAT PENDIDIKAN BERTERUSAN
Centre for Continuing Education

TalentCorp

ATTRACT • NURTURE • RETAIN

CyberSecurity MALAYSIA || MyMAHIR

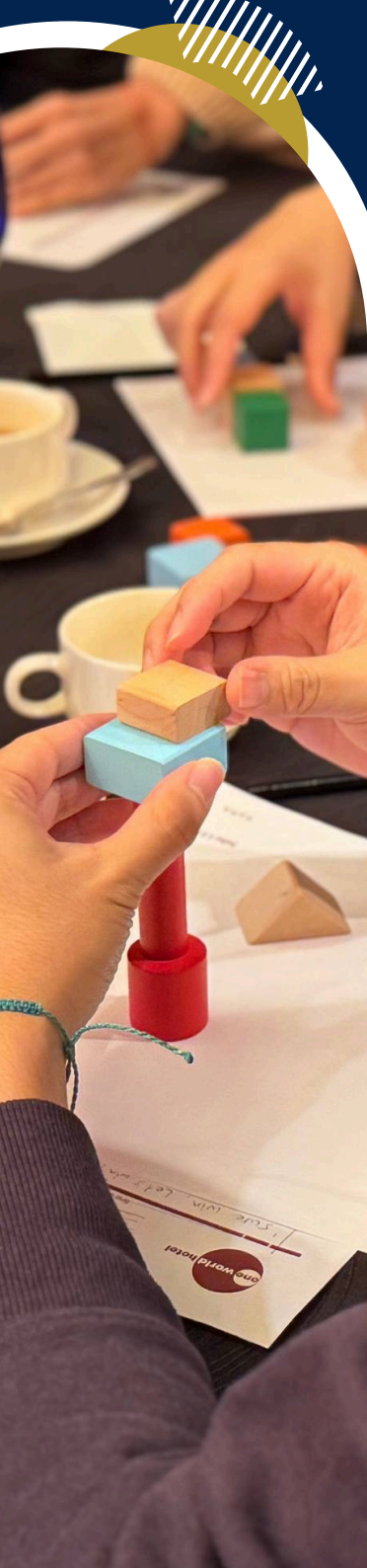


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ABOUT US

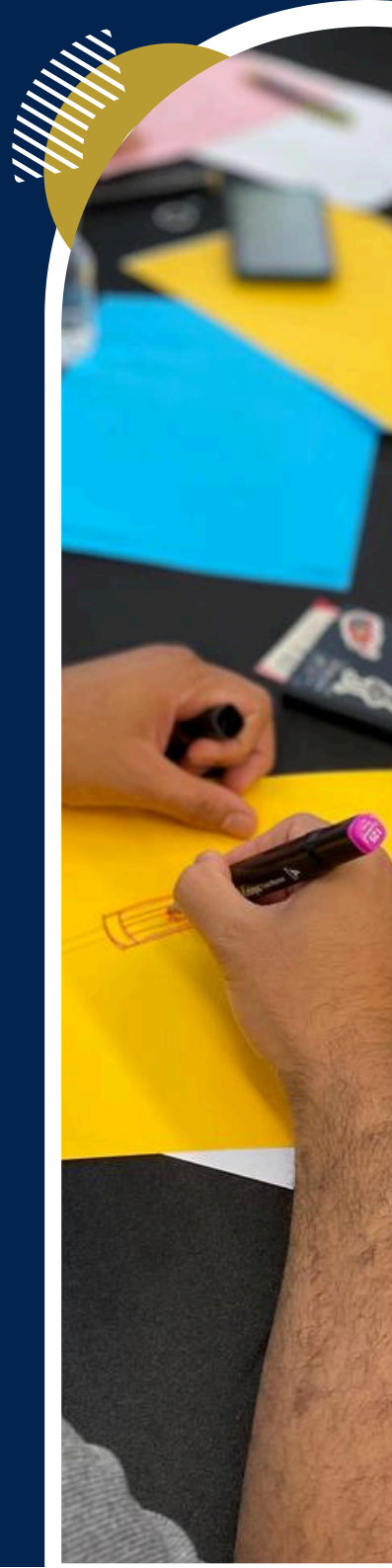
Asia Retail Academy (AsiaRAC) is a league of international business leaders, trainers, and coaches with deep expertise across management and operational disciplines.

With over two decades of hands-on experience, we have partnered with organizations, leaders, and frontline teams across Malaysia, Singapore, Oman, Myanmar, India, Thailand, Indonesia, China, and the United Kingdom with our presence continuing to grow across Asia.

At AsiaRAC, we believe sustainable growth begins with capable people. Beyond training delivery, we work closely with organizations to strengthen human capital through continuous learning and upskilling that is relevant to real business challenges, applicable in the workplace, and current with evolving industry demands.

AsiaRAC Results That Matter 2025

- ✓ > 10,500 Malaysians Trained
- ✓ 5.0 Google Review Rating out of 338 reviews
- ✓ 4.6 out of 5 Average Score of Participants Program Feedback
- ✓ Appointed as the National training provider for Ron95 Subsidy Removal
- ✓ Appointed as MyMahir Retail & Wholesale Training Partner





Lingesh Lechamanan @ BiGGuru
Founder & CEO
AsiaRAC Group

Dear Valued Clients & Partners,

Meaningful transformation begins when organizations make deliberate investments in their people.

From January to December 2025, Asia Retail Academy (AsiaRAC) partnered with organizations across sectors to deliver capability development, certification pathways, research-driven insights, and performance-focused interventions aligned to evolving workforce needs.

We are thankful to our valued partners and collaborators for their continued trust. As we move into 2026, we remain committed to helping organizations build skilled, confident, and future-ready teams.

SOLUTIONS THAT DRIVES PERFORMANCE



TRAINING & UPSKILLING

- We deliver tailored training programs designed around each organisation's goals and operational realities.
- Led by experienced industry practitioners, our programs focus on practical application to drive measurable improvements in capability, behaviour, and performance.



TEAM BUILDING

- We design customised team-building programs and corporate events that align with organisational objectives and culture.
- Through experiential learning and professional end-to-end management, we deliver engaging, cost-effective experiences that strengthen collaboration and team performance.



RESEARCH & CONSULTING

- We provide strategic consulting, market research, and feasibility studies to support informed business decisions.
- Our insights are grounded in industry best practices and emerging trends, empower organizations to identify opportunities, manage risks, and execute strategy with confidence.



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SOLUTIONS THAT DRIVES PERFORMANCE

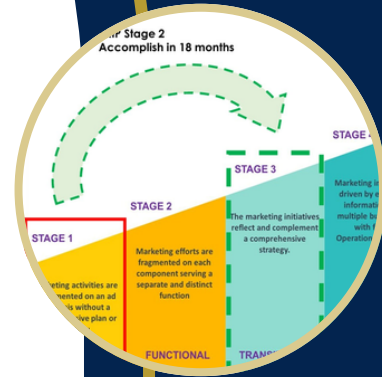
Corporate Events

- We deliver immersive, end-to-end experiences for awards ceremonies, annual dinners, and festive celebrations.
- From theme conceptualisation to on-site coordination, we manage every detail seamlessly to deliver engaging, memorable events that celebrate people and reinforce culture.



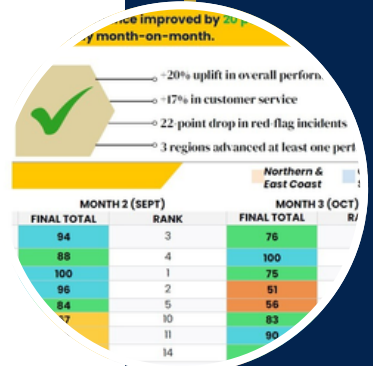
Digital Strategic Marketing

- We deliver data-driven digital marketing solutions that provide deep insights into market trends, competitors, and consumer behaviour.
- Our approach helps organisations strengthen brand presence, improve engagement, and unlock sustainable growth opportunities.



Mystery Shopper Program

- Our Mystery Shopper program delivers objective, on-the-ground assessments across Malaysia and Brunei.
- It identifies service, sales, and compliance gaps to strengthen standards and drive measurable improvements in customer experience and frontline performance.



OUR KEY MILESTONES

SkyServe360: A 3-Month Transformation Program for Frontline Retail Excellence

AsiaRAC designed and delivered SkyServe360, a 3 month frontline retail transformation program for Malaysia Airports, integrating physical and virtual training with Mystery Shopper visits to elevate service standards, sales performance, and coaching capability in high traffic airport environments.

The program strengthened frontline and supervisor effectiveness through active selling fundamentals, airport service expectations, sales psychology and upselling, KPI discipline, and structured coaching practices to ensure sustained performance improvement.



Mandarin Language Capability for Frontline Engagement

A dedicated Mandarin language capability component was embedded to equip frontline staff with practical, job-relevant communication skills.

This enabled them to confidently engage Mandarin-speaking travellers, enhance service interactions, and support sales conversion in high-traffic airport environments.



Professional Grooming For Frontline Presence

Professional grooming and frontline presentation standards were trained and reinforced to ensure consistent brand representation and service professionalism.

Focus on appearance, body language, and communication presence strengthened frontline confidence, credibility, and positive first impressions at every customer touchpoint.



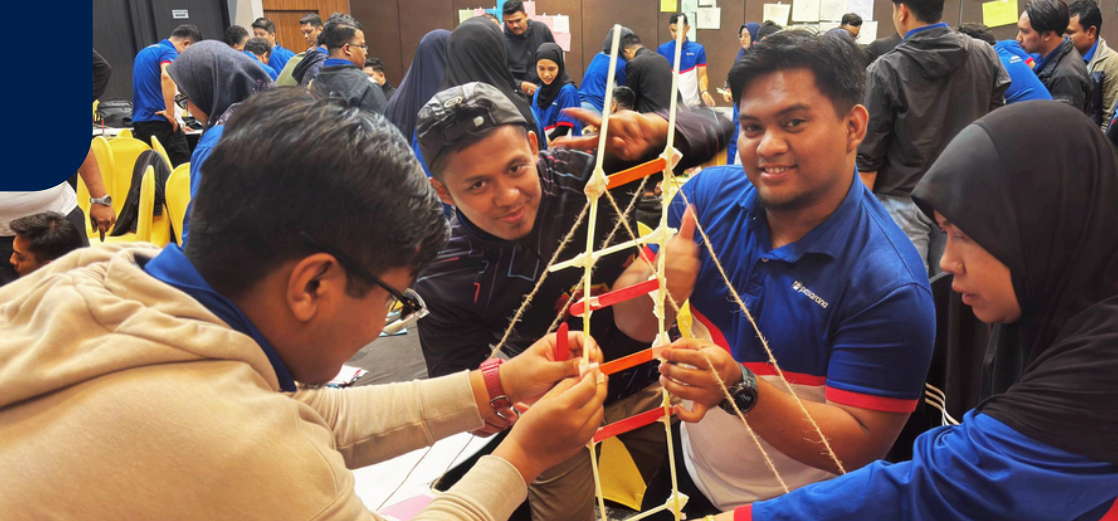
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Delivering Core Values Alignment Across Prasarana Teams

AsiaRAC delivered a 2DIN team building program for Prasarana, engaging 1,034 participants across 15 cohorts at 9 locations, involving three subsidiaries Prasarana Berhad, Rapid Rail Sdn Bhd, and Rapid Bus Sdn Bhd, focused on strengthening alignment to Prasarana's core values across executive and non executive teams.



AsiaRAC x Shell Mobility Malaysia: BUDI95 National Rollout

Appointed by Shell Mobility Malaysia as the training partner for the BUDI95 National Rollout, AsiaRAC delivered the Shell Subsidy Heroes Customer Handling Training to Site Heroes across 1,000 Shell retail outlets nationwide.



The program equipped frontline teams with the operational capability to manage subsidy transactions and customer eligibility, while also strengthening mindset, confidence, and motivation through practical simulations, real world service scenarios, and inspiration sessions led by special guests Bell Ngasri, Boss James, Ann Osman, and Nadzmi Adhwa.



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AsiaRAC Selected by TalentCorp Malaysia as MyMahir Retail & Wholesale Training Partner

AsiaRAC was appointed as the Official Training Provider for The MyMahir Retail & Wholesale initiative, led by TalentCorp Malaysia, focusing on upskilling talent for future retail/e-commerce jobs. We went through a vigorous selection process and assessed by Industry Leaders before being selected as the Training Partner of choice for bridging skill gaps in areas like retail operations, e-commerce, digital skills, and AI.



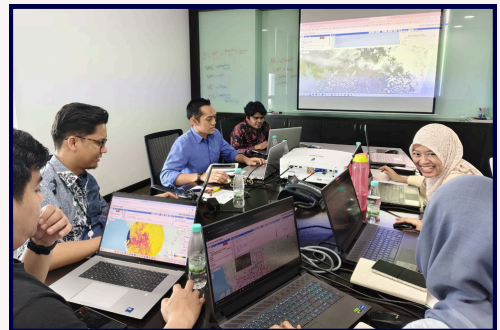
GOOGLE EARTH ENGINE GEOSPATIAL ANALYTICS TRAINING

AsiaRAC conducted a 2-day Google Earth Engine training program, equipping participants with practical skills in satellite data analysis, geospatial processing, image classification, and change detection to support data-driven decision making.

AMWAY RETAIL EXCELLENCE PROGRAM NATIONWIDE ROLLOUT

AsiaRAC successfully delivered the Amway Retail Excellence Program, a 3-month nationwide transformation initiative.

The program combined Mystery Shopper Visits, Retail Service and Sales Excellence training, hands-on micro projects, action planning, LMS-based quizzes, virtual booster sessions, and final assessments, and concluded with the award of Sijil Kemahiran Malaysia Level 3 certification.



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OUR KEY MILESTONES



SKM Level 3 Certification for Retail Frontliners & Supervisors

AsiaRAC achieved a key milestone with the successful delivery of Sijil Kemahiran Malaysia (SKM) Level 3 for Retail Frontliners and Supervisors.

The first cohort of 25 participants from Amway Malaysia completed the program with a 100% pass rate.

EXCELLENCE IN CLINIC NETWORK MANAGEMENT : LEADERSHIP, SALES & SERVICE FOR AREA MANAGERS

AsiaRAC completed a leadership & performance program for Regional Healthcare Managers, strengthening multi clinic leadership, operational excellence, financial discipline, & revenue growth through structured strategies, action planning, & post training accountability.



AI LEADERSHIP DEVELOPMENT PROGRAM

AsiaRAC conducted a 1-day AI-powered leadership program, equipping financial - services leaders with practical digital tools and action plans to expand productivity and innovation.



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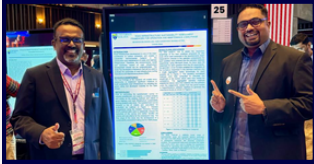
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KEYNOTE & EVENTS

UMRIIS 2025: RESEARCH INNOVATION INDUSTRY SUMMIT 2025



Lingesh Lechamanan was invited as a panel judge for the Universiti Malaya Research, Innovation, and Industry Summit 2025 (UMRIIS 2025), where he contributed industry insights in evaluating innovation, research excellence, and industry collaboration.

At Eraman Star of Excellence 2024, Lingesh Lechamanan delivered a topic on “Fuelling Success—1% Gain for 100% Growth,” reinforcing how continuous improvement, capability building, and the right mindset contributes to sustainable performance and organizational growth.



ERAMAN STAR OF EXCELLENCE 2024

JOHOR GRADUATES SUMMIT 2025

Lingesh Lechamanan delivered a talk at the Johor Graduates Summit 2025 on “Vidamuyarchi – Learn, Unlearn, and Relearn,” focusing on future-ready skills, resilience, adaptability, & mindset shifts essential for career & leadership growth.



MASTERING OMNI- CHANNEL STRATEGIES : NAVIGATING THE FUTURE OF RETAIL IN MALAYSIA



At BIGBOX Malaysia 2025—A Global Retail & E-Commerce Summit, Lingesh Lechamanan delivered a keynote on “Mastering Omni-channel Strategies: Navigating the Future of Retail in Malaysia,” sharing insights on building future-ready retail capabilities & navigating Malaysia’s evolving retail landscape.



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**BIGBOX MALAYSIA 2025 – A GLOBAL RETAIL & E-COMMERCE SUMMIT:
OMNICHANNEL EXCELLENCE IN RETAIL & E-COMMERCE, REDEFINING
CUSTOMER ENGAGEMENT**

Lingesh Lechamanan moderated a panel on “Omnichannel Excellence in Retail & E-Commerce,” featuring Sharon Choe (Head of Digital, Baskin Robbins), Victor Chin (Head of Digital Experience, IOI Malls), Salman Faris (SVP Strategy, Retail GPT), Dania Kamalul Arifin (Head of Marketing, Bayu Somerset), Hazwan Shah (Retail & E-Commerce Operations Expert), & Shaakir Siraj (Managing Director, MYDIN MAR), in a strategic discussion on omnichannel excellence and redefining customer engagement across retail and e-commerce.



**BREAKING SILOS: ENHANCING
COLLABORATION ACROSS
TEAMS**

Lingesh Lechamanan delivered a session on “Breaking Silos: Enhancing Collaboration Across Teams” for Padiberas Nasional Berhad and Central Sugars Refinery Sdn. Bhd., focusing on strengthening cross-functional collaboration, alignment, and shared ownership to drive organizational effectiveness and build high-performing teams.



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IN THE MEDIA



Live on stage with Bell Ngasri



In Spotlight with Ann Osman



In Frame with Boss James



Onstage with Nadzmi Adhwa



Center Stage with Naki



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IN THE MEDIA



With Ean & Haniff on the Fly Breakfast: From Petronas Ad to Retail Leadership Journey



Featured in "Money Money" segment in Raaga Fm with Uthaya and Magen sharing insight on Retail Industry & Entrepreneurial Insights



The Journey of a Blind Man Lingeson Lechamanan and Lechamanan Sunnasamy TEDx HeriotWattUMalaysia



Featured in Astro Vinmeen: Gen X Bosses Vs Gen Z Employee debate



Featured on Astro Talkshow , Discussing Gen Z workplace expectations



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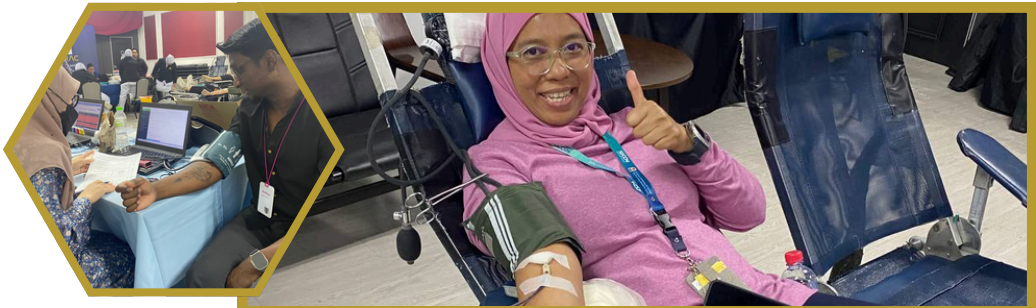


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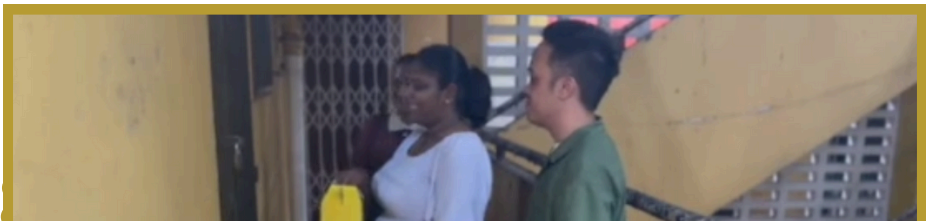
OUR CSR INITIATIVES



Women's Day celebration: Perfume Reviewing Workshop with Riha Jamil



Blood Donation Program in collaboration with Pusat Darah Negara



Hari Raya Goodies Distribution at Perumahan Awam Jin. Hang Tuah (Shaw Road Flats)

OUR CSR INITIATIVES



"Unleash Your Anger" Motivation Talk for Form 5 Students at SMK ST. Anthony, Teluk Intan



Co- Sponsored library refurbishment project at SMK Datuk Haji Abdul Wahab, Sungai Siput



Deepavali Goodies Distribution at Perumahan Awam Jln. Hang Tuah (Shaw Road Flats)



WHAT'S UP 2026

EXCLUSIVELY DESIGNED, DEVELOPED
& DELIVERED BY ASIARAC



Leadership, Organizational Growth, Culture & Transformation

- Transformational, Crisis & Strategic Leadership
- Vision Alignment, Change Management & Core Values Reinforcement
- Building Trust, Accountability & High-Performance Teams
- Intentional Leadership and Values – Driven Decision Making

Retail Management, Sales & Marketing Excellence

- Retail Operational Excellence
- Excellence in Customer Experience
- Store Profitability, Merchandising & Digital Retail
- Sales Leadership, Branding & Negotiations
- AI-Enabled Sales & Marketing Strategies

Growth Mindset & Impact Communication

- Business Communication & Presentation
- Emotional Intelligence & Resilience
- Coaching Conversations & Conflict Management
- Professional Image & Language Skills

Finance, Safety & Business Support

- Financial Fundamentals for Non-Finance Managers
- Effective Budgeting, Cost Control & E-Invoicing
- Workplace Safety & First Aid
- SOP Development & Compliance

Digital, AI & Data Competency

- AI leadership & Data Literacy
- Power BI, Analytics & Dashboards
- Data-Driven Decision-Making
- AI-powered Productivity & Writing Skills

SCAN HERE TO VIEW OUR
COMPLETE LIST OF PROGRAMS



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Automotive



Insurance



Technology & Engineering



Direct Selling & MLM



Leisure & Entertainment



Consumer Retail



Transportation & Logistics



Banking & Finance



Healthcare & Wellness



Academic & Foundation



Agribusiness



Infrastructure & Construction



Global Consulting



Manufacturing



Cybersecurity





TRUSTED BY OUR CLIENTS



← **B** Bukhari Naim
2 reviews · 5 photos

★★★★★ a month ago

The facilitators were outstanding .their sessions were well-organized, engaging, and full of creative activities that kept everyone involved. They managed to create a comfortable yet dynamic learning environment. Truly brilliant work!

← **E** Escey Rosly
2 reviews

★★★★★ a month ago

The Asia Retail Academy team really knows how to make team building fun and engaging. The activities were exciting, not boring at all, and we learned so much about teamwork and communication. Totally worth 5 stars ★★★★★

←  Biskut Mary
2 reviews · 3 photos

★★★★★ a month ago

Best.Program team building di Asia Retail Academy sangat berkesan dan well-organized. Aktiviti yang dijalankan bukan sahaja menyeronokkan, tapi juga membantu kami tingkatkan komunikasi, kepimpinan dan semangat kerja berpasukan. Highly recommended untuk syarikat yang nak bina pasukan yang lebih kuat!

←  Lia
Local Guide · 14 reviews · 16 photos

★★★★★ 6 months ago

I had such a great time with this training! It was engaging, fun, and full of energy, not boring or sleepy at all! The trainer kept everyone involved and made the session enjoyable from start to finish. I really appreciate the interactive approach and the positive learning environment. Highly recommended for anyone looking for a training session that's both educational and entertaining!

← **D** Dzul Nazmie Hafizie
7 reviews

★★★★★ a month ago

I'm truly impressed with the training provided by Asia Retail Academy. The trainers are experienced, and the lessons are practical and easy to understand. Perfect for anyone who wants to improve their sales and marketing skills

←  Wan Hanif
1 review · 3 photos

★★★★★ 8 months ago

I can't recommend this stress management program highly enough. From the very first session, I felt supported, understood, and empowered. The tools and techniques I've learned—from guided relaxation to mindfulness and time management—have made a noticeable difference in how I handle daily stress. Thankyou Big Guru and team



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REAL EXPERIENCES. GREAT RESULTS.



Sangat menarik, Pasukan AsiaRAC terbaik, boleh berkompromi dengan staff yang agak berusia

Customer Care Officer, TNB



The training is not like module materials a simple slide and activities which make this whole program engaging.

Regional Manager, Care Clinics



Jurulatih menunjukkan kepimpinan yang sangat berkesan sepanjang sesi. Sentiasa memberi arah yang jelas, membimbing dengan penuh keyakinan.

Assistant Manager, Courts



The team building program was very well organised and engaging. The trainer and facilitators were effective, supportive, and communicated clearly throughout the sessions.

Associate, Prasarana





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Southgate Commercial Center
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Sow Lin, 55200, Federal Territory
of Kuala Lumpur



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