



**SEMASA
PARKING**



**COMPANY
PROFILE**





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ABOUT US

SEMASA PARKING was incorporated in 2006 and specialises in Parking Operations and Management of Car Parks. Our customers range from commercial offices, shopping malls, residential and hotel developments, and mixed-use properties especially those located within exclusive urban business centres and transportation hubs such as Kuala Lumpur Sentral, PJ Sentral & Penang Sentral.

We are a wholly owned subsidiary of Malaysian Resources Corporation Berhad ("**MRCB**").

We are also an **ISO 9001:2015** certified company.



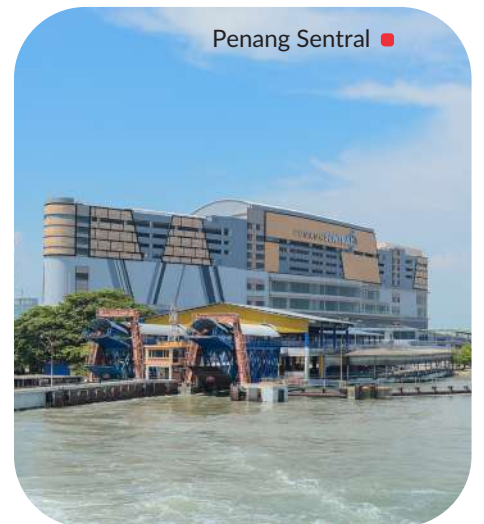
Kuala Lumpur Sentral ■



PJ Sentral ■



Penang Sentral ■





CORPORATE INFORMATION

**Company
Registration Number** : 441751-U / 199701026253

**ST Registration
Number** : W10-1808-31023924

Date of Incorporation : 28 August 2006

Nature of Business : Parking Operations and Management Services

Business Address : Level 33A, Menara NU 2
No. 203, Jalan Tun Sambanthan
Kuala Lumpur Sentral, 50470 K.L
Tel: 03 28597070/Fax:03 27805883

: Suite 2A-3-1, Plaza Sentral
Jalan Stesen Sentral 5
50470 Kuala Lumpur
Tel: 03 2786 8080/Fax: 03 2260 3306



→ CORPORATE ESSENCE

→ VISION

To be the most preferred parking operator & provider of complete parking solutions, to meet customers' expectations every day.

→ MISSION

- To deliver quality services to clients and users with innovative customer-focused products incorporating the latest technologies
- To ensure the utmost convenience, safety & hospitality levels, meeting users' needs.

→ QUALITY POLICY

- At Semasa Parking, we are wholly committed to satisfying customers and Stakeholders through consistent fulfilment of the following:
- Responsive, efficient, & reliable services.
- Compliance with commitments made including the requirements of regulatory authorities & standards.
- Continual improvements of our services, people, & quality management system.

→ STRENGTHS

- Wholly owned by MRCB
- ISO 9001:2015 certified company, with complete procedures and annual customer satisfaction survey to maintain high quality services.
- Well-established relationship with all major parking equipment manufacturers.
- Management of several prominent buildings in KL Sentral CBD.
- Comprehensive parking management services for a diverse range of properties, including prominent buildings, retail spaces, commercial buildings, hotels, and residences, with a strong presence in KL Sentral CBD.

BUSINESS MODEL

01



GUARANTEED RENTAL

Enjoy guaranteed rental income & financial stability with our parking management solutions. Ensuring a steady & predictable cash flow regardless of parking occupancy or market fluctuations.

FIXED RENTAL + PROFIT SHARING

Partnership with us and share the revenue generated from the car park with the property owner. This model aligns our interests with the property owners, as both parties benefit from higher occupancy and revenue.

02



03



MANAGEMENT FEE

We offer a comprehensive management service with flexible fee structure either fixed or performance based. Our expert team oversees every detail of parking operations, including maintenance, customer service, technology integration, & marketing.

EQUIPMENT LEASING

Transform your parking facilities with ease by leveraging our equipment & innovative technology, available through flexible leasing options. This allows property owners to enhance their parking infrastructure seamlessly, without the burden of significant upfront investments.

04



05



PARTNERSHIP

Partner with us & combine our parking management expertise with your local market knowledge to maximize the potential of the parking asset. This collaborative approach includes joint decision-making, shared investments, & profit-sharing, fostering a long-term, mutually rewarding relationship.



OUR SERVICES

→ Strategic Planning & Analysis:

- Feasibility Studies
- Market Research
- Market Development
- Financial Analysis, Projection & Reality Checks
- On-Street Systems, Strategy & Policy Studies
- Occupancy Assessments

→ Operational Management & Optimisation:

- Audits & Control
- Cost Control Programme
- Revenue Optimisation
- Performance Review

→ Technical & Infrastructure:

- Equipment Selection & Specification
- Design Concept & Review
- Car Park Signages Design & Consultancy
- Cashless e-Payment Car Park Management System
- Licence Plate Recognition (LPR)

→ Support & Customer Service:

- In-House Technical Team
- 24-Hour Call Centre
- Security, Safety & Traffic Management



CLIENT BENEFITS



OUR PROJECTS

01. Plaza Sentral, KL Sentral

02. Menara Shell

03. PJ Sentral

04. Q Sentral, KL Sentral

05. Nu Sentral Mall & 1 Sentrum Tower, KL Sentral

06. Plaza Mont' Kiara

07. CVSKL, KL Sentral

08. Stesen Sentral KL, Kuala Lumpur

09. CelcomDigi Tower

10. Menara Allianz / Aloft Hotel KL Sentral

11. CIMB Tower, KL Sentral

12. 9 Seputeh

13. Platinum Sentral, KL Sentral

14. SSM / MIDA, KL Sentral

15. Penang Sentral Terminal Butterworth

16. Penang Sentral Outdoor Butterworth

17. Lot F, KL Sentral (Open Space)

18. Tempat Letak Kenderaan Bertingkat, Bukit Bendera, Penang

NO. OF TOTAL BAYS

16,700

Contact Semasa Parking today for a free consultation

SEMASA PARKING SDN BHD

(Co. No. 199701026253 (441751-U))

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