

BRAND DIRECTION

Make a Difference by Making Lives Better

BRAND PROMISE

Education That Makes a Difference

CORE VALUE

Integrity in everything that we do

3 BROAD STRATEGIES for 2017- 2020

1. Extreme Affordability & Differentiated
2. ASIA & ASEAN Focus
3. DIGITAL & ONLINE

QUALITY POLICY

Our Quality Policy is defined and strongly driven by the following principles and behaviours:

- To act with integrity in all matters related to our business
- Continuously improve and innovate our business processes, products and service to benefit the wellbeing of all stakeholders
- Build a mutually profitable and sustainable relationship with our customers and partners
- Achieve the quality standards and commitment for quality, cost, and schedule
- Develop our staff competencies, creativity, empowerment and accountability to achieve our quality standards.

CLIENT CHARTER

We are delighted to present with our Client Service Charter which outlines the key commitments and standards of service for our clients

Pillar 1: We must know the needs of our Clients

Pillar 2: We must fulfil the commitments we have made to our clients in a timely and effective manner

Pillar 3: We seek and welcome any feedback that is provided to us for our continuous improvement

Pillar 4: We act with high integrity always with our clients