



15-A2 Jalan 3/1,  
Pandan Indah Industrial Park,  
Pandan Indah, 55100 Kuala Lumpur

Tel : 03-4280 2561/2 Fax: 03-4280 2564

<http://www.sepadu.com.my>

Date : 1<sup>st</sup> November 2010

To :  
**YBhg. Datuk Mohd Badlisham Ghazali,**  
Chief Executive Officer,  
Multimedia Development Corporation Sdn Bhd,  
MSC Headquarters, 2360 Persiaran APEC,  
63000 Cyberjaya,  
Selangor Darul Ehsan,  
Malaysia.

Dear Datuk,

**Appreciation to MDEC on the successfully of CDP Product Development Program.**

I on behalf of MySepadu Sdn Bhd, would like to thanks Datuk and MDEC for giving us the opportunity which we believe will be able to transform our company and bring MySepadu to the next level. The programs help us to clarify the company's organizational branding and the company's product branding. We manage to transform our people to be more coordinated towards having similar mindset. Our products are now appeared bolder with the right feeling across the products line due to the standardization and write-up fine tuning.

The program is very useful and it benefited us to understand more about our own products. It directs us to the right direction and highlights the benefit that we will gain once the product knowledge known by everyone in the organization.

We realized and begin to appreciate the value of what we had and we will synergize the people in the organization with the products to match into what the real market need.

We would like also to congratulate MDEC for having the right partner ATCEN SDN BHD in delivering the program. We would like to extend the gratitude to ATCEN for supplying the right trainer throughout the program and have enough patience to deal with the novice like us.

Thank You  
MYSEPADU SDN BHD  
Sincere, Passion, Persistent, Innovative

Ameran Jaffar  
CEO

Cc:

1. Eur Ing. Ir. Dr. Karl Ng  
Head CDP Program, MDEC
2. K. Muhundhan  
Manager, CDP Program, MDEC
3. Ernie Chen  
CEO, ATCEN Sdn Bhd
4. Ken Ng  
Consultant, ATCEN Sdn Bhd