

## Tiara Pesona Sdn. Bhd. (Tiara Pesona)

The treacherous roads of northern Malaysia peninsula can be a tiring journey that any Malaysians can attest to; hence, passengers' comforts remain at the forefront of Tiara Pesona Sdn Bhd – the company behind the luxurious Ekspres Perdana coaches operating the northern to central parts of the Malaysian peninsula.



It is for this very reason that Tiara Pesona are undertaking a major paradigm approach in 2015, by looking at various prime locations that can be used as a rest and recreation (R&R) areas for the expressways along north Kelantan. "Being in the field of public transport, I am always looking for new ideas to improve passenger comfort. That has been our motto throughout our existence. And so far, from what I have seen along the northern routes, there are only small stalls by the roadside. Therefore, we at Tiara Pesona aim to fill that void," says Laili Ismail, the group's Managing Director.

Furthermore, according to him, the R&R project will be in keeping with most nationwide R&Rs, inclusive of a large restaurant serving hot meals, provides gas stations, toilets and prayer rooms. The

project is slated to commence in 2015 and remains the group biggest endeavour yet.

In line with its grand designs of developing an R&R area, the group is also keen to ensure the array of Ekspres Perdana buses are well-kept and maintained, hence providing a brand name synonymous with quality transportation services. Currently, Tiara Pesona has 34 automatic transmission Scania double-decker buses with each bus not aging more than five years so as to ensure optimum passenger comfort while at the same time, not burdening the company in terms of maintenance costs.

"For us, one must understand that the people who ride these buses have a multitude of purposes. Some are using it as transportation means to work, some wish to go back home and see their loved ones in the kampong whereas some are migrating for a better livelihood. Hence, for us operators of Ekspres Perdana, it is our responsibility in ensuring the best services are made available for all their needs," he said.

Looking back, Laili admits that the last five years have been a far cry from its initial foundations. "Thank God MIDF were present when we were looking for a financial institution to finance a new business that we had just recently explored and ventured into. As a contractor, I saw an opportunity within the express bus services business, and added with MIDF, I did not have to wait too long to try my hands," he smiles before admitting that the low interest rates and flexible nature of the monthly payments were key attractions since it helped initial business start-ups to not overcommit themselves and allowed for a stable and sustained growth.

The successes and rapid growth of Tiara Pesona and its Ekspres Perdana brand is definitely a story worth telling as well as

being one to keep an eye on in the future, as it seeks to propel itself to greater heights, and to always ensure a journey of convenience to Malaysians and non-Malaysians alike.