



# COMPANY PROFILE

PRESENTED BY: NEELAM KASI

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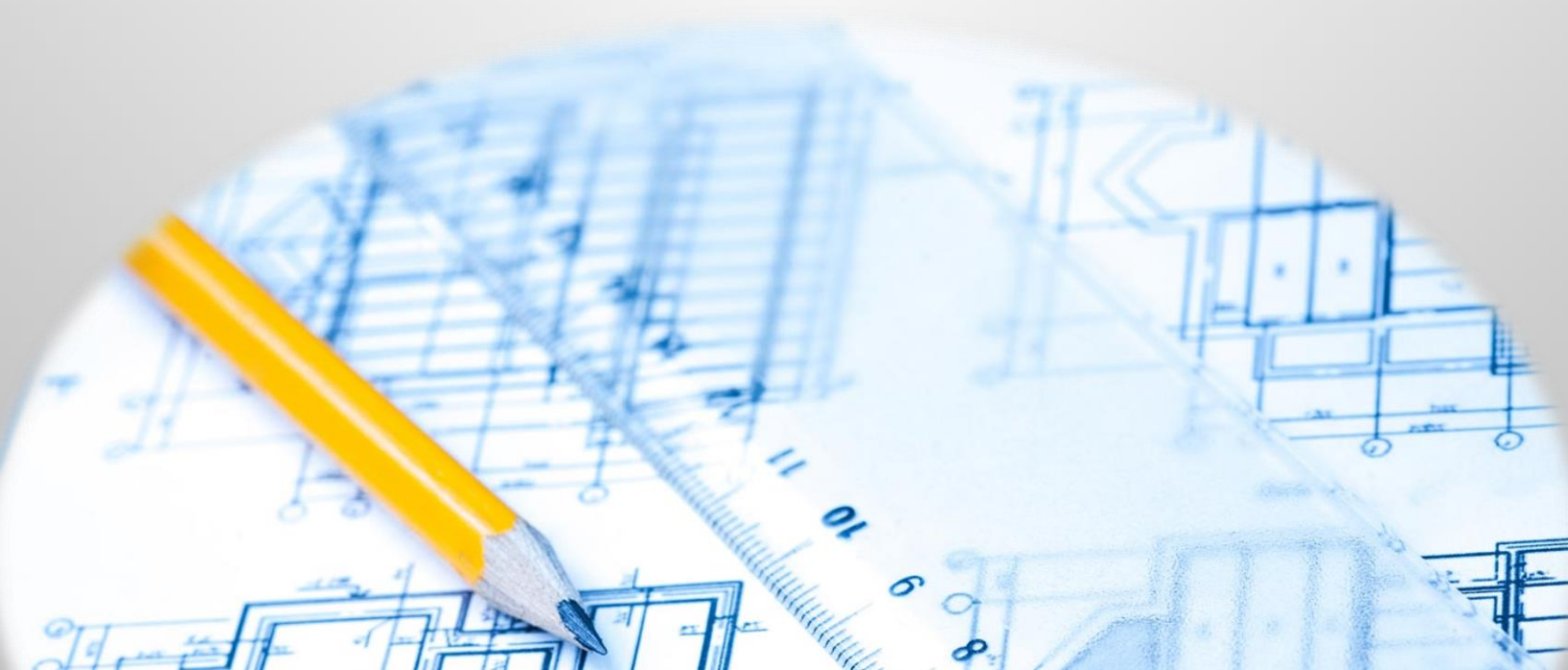


[www.asiansynergy.com.pk](http://www.asiansynergy.com.pk)



**Asian synergy SMC (Pvt) Ltd. SMC (Pvt) Ltd was established in 2014 by MS Neelam Kasi with the help of experienced professionals to set standards of excellence in the field of service provision.**

**The company has developed a team of experts comprising of in-house employees and partners to strengthen the capacity to undertake any assignments related to services. We have delivered the stated services to several National and Multinational organizations directly and in the form of consortiums.**



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Asian Synergy SMC Pvt  
Limited with Security  
Exchange Commission of  
Pakistan (SECP).

# Vision Mission & Our Core Values

## Vision

To compete with leading contenders solely or in the shape of Consortium so as to give quality product & cost-effective services solutions to our valued customers yet achieving International Standard.

## Mission

To become Flagship Company in the field of Business as laid down in objectives & as authorized by Security Exchange Commission of Pakistan SECP supported by System Standards with a view to become a leading contender.

## Quality

As an ISO 9001:2015 & BS OHSAS 18001:2007 certified Company we believe in strict quality monitoring to ensure deliverance of Top Quality Finished product as laid down in System Standards.

## Authenticity

Asian Synergy is a name synonymous to trust when it comes to service provision & has created a name for itself based on the utmost quality it has offered to various National level projects since inception.

## Strength

Competitive Edge Asian Synergy Smc Pvt Ltd.

Asian Synergy solely based on objectives and authorization of Security Exchange Commission of Pakistan (SECP). "Copy of SECP authorization is attached as Annexure A".

## Message from C.E.O



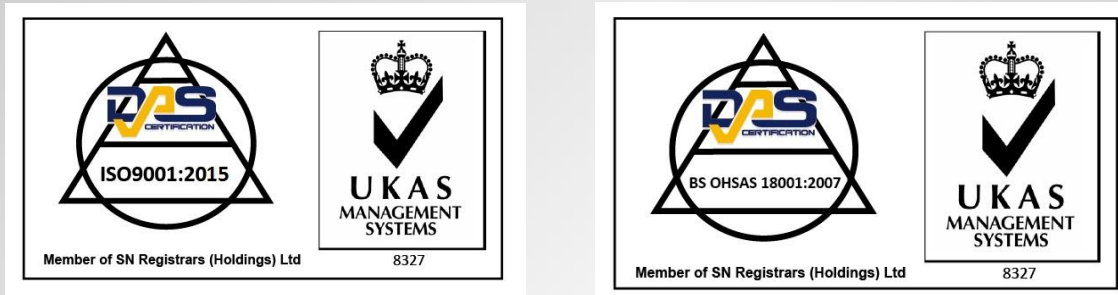
Asian Synergy was established in 2014 with the aim to provide quality and excellence in the field of service provision. Since then, we have been making the utmost effort to develop the most advanced methods of services to be provided. We strive to innovate these methods with the top-quality standards in order to satisfy our customers, commuters, to meet their various requirements.

Our dedicated team of experts carries a wide range of experience in provision of services and is always ready to provide quality service for any kind of organization. We keep promise to provide quality, expert services to our customers, commuters and meet all their needs based on the Asian Synergy's Spirit.

**ASIAN SYNERGY IS  
ISO CERTIFIED**

## ISO Certification

ISO 9001:2015 & **BS OHSAS 18001:2007**



On under given scope:

**“RENOVATION AND QUALITY MAINTENANCE, HORTICULTURE, JANITORIAL SERVICES, SECURITY & CCTV MONITORING SERVICES, ELECTRICAL & PLUMBING SERVICES”**

### Health & Safety Policy

Asian Synergy SMC (PVT) Limited is committed to continual Health & Safety (H&S) improvement in its operations through active participation of our employees, contractors and the community. It shall take all reasonable measures at its disposal to protect the health and safety of its personnel as well as to protect the environment in which it operates.

### Quality Policy

Asian Synergy SMC (PVT) Limited is committed to provide quality services to the customers in a cost effective, systematic manner and comply with the contractual, statutory/regulatory requirements in the execution of the Company's obligations. The Company exceeds needs of the clients by supplying the Services as per



**ISO  
Certification**

# Facility Management Solutions



Eco Green Project intends to provide cost effectiveness integrated Facility Management System to all types of built environments from commercial businesses. Industrial Sites to Universities & Educational Parks, Airports & other communal sites.



## Current Projects:

The facility management project of FWO was handed over to Eco Green (A project of Asian Synergy) on 10th of June 2015. The project target was to control the sites and come up with a proactive smooth operational plan. Asian Synergy's management having experience in all the said areas took over the challenge and discussed the targets with FWO management and took over the project.

## Motorway M2:

Motorway M2 was being managed and operated by Daewoo Corporation for the last several years. After the takeover of FWO on 20th April 2015 the facility management was handed over to Eco Green (A project of Asian Synergy) on 10th of June 2015.



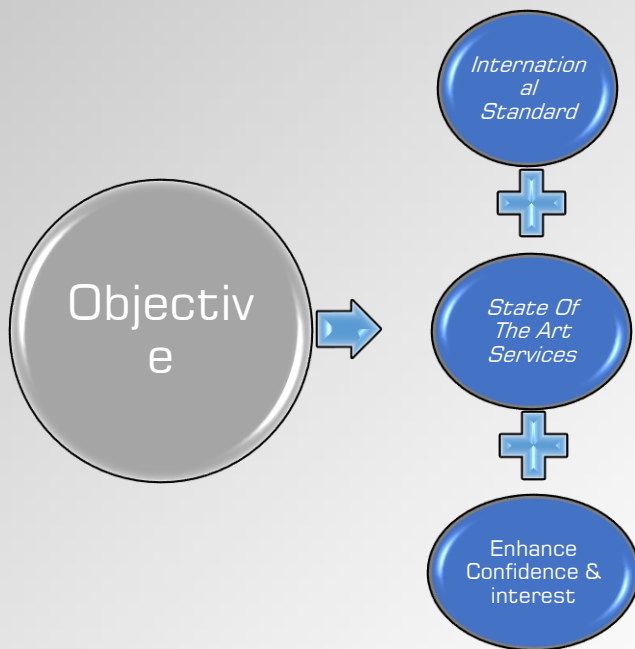
## Tasks:

Facility Management Solutions include:

- **Janitorial services/Solution.**
- **Operational services/Solution.**
- **Cleaning services of overall service area.**
- **Horticulture Solution.**
- **Security Solution.**
- **Electrical and general administration services for the Service areas.**
- **Fumigation & Pest Control Solutions.**
- **Maintenance of Mosques.**
- **General Sanitation Solutions.**
- **Infrastructure and Inventory Management.**
- **Electrical Load Management Solution.**
- **Waste Management.**



The objective of the proposed assignment is to:



- To meet the **International Standard** of Service Area.
- To provide **State of The Art Services** to the customers.
- To **Enhance Confidence & Interest** of travelers on FWO services on M2 & on Motorway Travel.



# Asian Synergy Competitive Edge



We always seek competitive advantage in developing resources and capabilities. Our expertise of Technological advancement and professionalism along with integrity gives us competitive edge to the competitors to take up the tasks in efficient and effective way.

With the professional team and our valued proposed solution, we are very much confident that we can provide best solution.

We have all the **required vendor base** for the said project all these vendors are professionals and having years of experience in their relevant areas.

Some of our competitive bench markings to this assignment are as under,

1.	<b>Continuous data collection</b> through modern tools to watch the load of traffic hitting the service area.
2.	Collection of real-time data about the number of visitors, frequent traveling vehicles, passengers and more, using the most <b>modern technology</b> of time.
3.	<b>Automation</b> of existing systems at Services areas and M-2 facilities.
4.	<b>Introduction of new systems at route</b> as per mutual understanding with FWO team, where and whenever required basis
5.	Development of Transparent Mechanism of Revenue Collection will be shared with the FWO team, to ensure <b>Periodical Revenue Increase</b> for FWO.
6.	Facilities will be upgraded at service station meeting the <b>International Standards</b> with the consent of FWO management.
7.	Renovation of Service Areas as per the requirements of FWO



## Strengths and Capacity

Asian Synergy has proven capacity to deliver at all stages of the scope of work and have done comprehensive research work to understand the nature of job along with complete SWOT analysis of the service delivery currently being rendered on the said service areas.

We believe confidence for FWO management has been obtained during a period of 3 months through our delivery of services 24/7 , we also will keep improving our services in due course of time and will come up with several innovative ways not only to enhance the current services but also to help increase the revenue of these areas.

Services Required	Our Compliance
Human Resource management	Yes
Security services	Yes
Support services	Yes
Risk management	Yes
Supply chain management	Yes
Work place management	Yes
Cleaning services	Yes

To meet this challenge Asian Synergy has a pool of 350 professionals working in two shifts with dynamic control/monitoring through Head Office located in Islamabad.

Asian Synergy is implementing this task with best Global Practices & has introduced latest technologies in the shape of training & imported machineries thus bringing an altogether different mode of execution in line with International Standards.



# Mayo Hospital

Lahore



Mayo Hospital  
Hospital Road, Lahore



**Eco Green, a project of Asian Synergy has acquired project of Mayo Hospital Lahore for Janitorial Services.**

Health Department is the key department entrusted by the people of Punjab with the fundamental responsibility for the health of communities and the entire population. Health Department delivers primitive, preventive as well as curative health care services of Primary Health Care level to Tertiary Health Care level.

The services for Punjab are provided through a well-designed infrastructure. Health Department across the province is divided into:

- 2,641 Basic Health Units (BHUs)
- 293 Rural Health Centers (RHCs)
- 88 Tehsil Headquarters Hospitals (THQs)
- 34 District Headquarter Hospitals (DHQs)
- 23 Teaching/tertiary Care Hospitals.



Health Department is producing its own trained and qualified Human Resource keeping the HR development needs and requirements of Health Care Infrastructure in mind.

As per the assignment the theme of the scope of work announced for providing services in the Mayo Hospital Lahore:

- ***Janitorial services,***
- ***Operational services,***
- ***Cleaning services of overall assigned blocks as per TORs,***
- ***Providing janitors for the High Risk to Low risk premises of the assigned blocks as per TORs,***
- ***Monthly Supplies/consumables for the assigned blocks as per TORs,***
- ***Provision of cleaning equipment.***

The objective of the proposed assignment is to:

- To meet the ***International Standard*** of the Hospital
- To provide ***Enhanced hygiene facilities*** for The Patients
- To ***Enhance Confidence and reliability and care facility*** for the patients

This proposal is based on our understanding of the requirement of the scope of work given in the TORs. The assessment design and proposed methodology herewith is based on our understanding about the project requirements.

To meet this challenge Asian Synergy has a pool of 100 professionals working in three shifts with dynamic control/monitoring through Head Office located in Islamabad.

Asian Synergy is implementing this task with best Global Practices & has introduced latest technologies in the shape of training & imported machineries thus bringing an altogether different mode of execution in line with International Standards.

## Ongoing Project

After the successful completion of MAYO hospital previous project, Asian Synergy has been awarded another project "Janitorial Services in Surgical Tower for the year 2017-2018 MAYO Hospital Lahore

Janitorial Services in Surgical Tower for the year 2017-2018 MAYO Hospital, Lahore.	
Time Period	1 Year
Number of Employees	120
Total Working Area	25046 sq. ft.

## Completed Project

Janitorial Services for the year 2017-2018 MAYO Hospital, Lahore.	
Time Period	7 months
Number of Employees	100
Total Working Area	20270 sq. ft.

## SURGICAL TOWER



# Built, Operate & Transfer Model Project (With FWO)



**Bhera food court is a culinary establishment, erected with the most modern and cultural ethics in view. Catering to the needs of all the social classes, we have designed state of art collective with a diverse and phenomenal experience.**



## Profile Food Forum

Food Forum (International Food Court) a project owned by Asian Synergy SMC Pvt Limited. On a leased plot at Bhera North Motor Way Service Area (M2) Measuring **46500 sq. ft.** for an initial period of 18 years materializing on an agreement signed between MORE (A subsidiary of Frontier Works Organization) on 2 April 2016. The project is a Built, Operate & Transfer model with estimated construction cost in PKR 300 Million.

Food Forum comprises of three main structures, which includes two independent drive through structure on either sides of the plot with third structure (Middle Structure) comprising **Basement** consisting of **seven** nonfood outlets and **eight** number of staff quarter (Staff Residence) **Ground Floor** comprises of **eight outlets**, children play area and an open patio with water fountain. First Floor comprises of eight outlets (two with open terrace)

The project on completion is designed to house international/local Food chain, outlet & nonfood outlets in shape of garment factory outlets gift shops. Expected business day is planned for 1<sup>st</sup> August, 2017. As the grey structure would be completed by end June 2017. However, Exterior work (Finishing) would be completed by end July 2017. Booking has already started and to date **McDonalds, Hardees, Sufi Express (Simply Sufi), Subway** and **KFC** have already signed written agreement with Asian Synergy SMC Pvt. Ltd. Various food and nonfood franchises are in consultation.



The project embeds following system standards.

- **Operational Standards** (Services offered to customers, quality of foods and beverages, cleanliness, staffing and employee compensation and benefits frequent traveler programs and other similar program, etc.)
- **Physical Standards**
- **Technology Standards** (Those relate to software, hardware, telecommunication, high speed internet access, and systems security and information technology.)

FOR MORE INFORMATION LOG ON TO:

[HTTP://WWW.ASIANSYNERGY.COM.PK/BHERA-FOOD-FORUM/](http://www.asiansynergy.com.pk/bhera-food-forum/)

# Auto Workshops

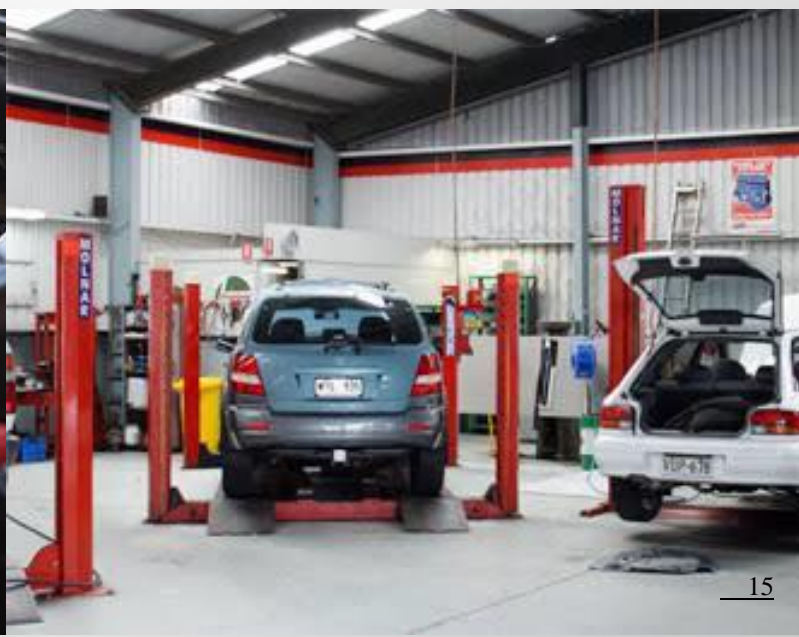
MORE has awarded contract to Asian Synergy for running of Auto workshops at Bhera North at M2. Bhera South on Built Operate Transfer (BOT) model for a period of 18 years with reference to date: 1<sup>st</sup> August 2016. Asian Synergy has constructed and operating purpose built with state of the Art equipment/tools Auto workshop 24/7 which also include Tyre Repair/Shop.

## Profile of Project

Bhera being the Mid Way on M2 has the maximum number of vehicles stopping for Rest, Refresh and Auto Repair/ Checkup. The total number of vehicles coming into Motorway Service Area of Bhera (North & South) touches the tone of 12,000 vehicles per day. This figure includes Cars, Coaches, Buses and Trucks/Trailers.

## Purpose

To provide quality Auto Repair/Tyre Repair facility to commuters plying on M2 24/7.



## Major Uplift & Renovation Project on M2

M-2 also known as Lahore-Islamabad Motorway is the Crown Jewel of Pakistan's road infrastructure used by more than 50,000 commuters every day; it connects some major towns and cities to a major link across Punjab Province. On daily basis, more than ten thousand vehicles stops at each site at Motorway to refresh and refuel. These include passengers of public transports, private cars, buses, trucks and Lorries. However since 1999 this excessive traffic on the service areas has taken a huge toll of the facilities of each stop rendering most of them unusable.

On 10<sup>th</sup> of June 2015 ECO Green Project of Asian Synergy SMC Pvt. Ltd. was given the task to renovate, refurbish and revamp the each site of Motorway which includes Chakri, Kalar Kahar, Bhera, Sial and Sukheki Service Areas. With high resolve splendid planning and exceptional dedication the entire team of ECO Green Project of Asian Synergy SMC Pvt.Ltd. made the model service area of Bhera a reality within short period of time. Although it was not an easy task as the old infrastructure was outdated along with outdated fixtures and amenities. ECOgreen has redesigned all washrooms renovation located at Chakri, Kalar Kahar, Bhera, Sial more, Sukheki service areas from scratch.

**Renovation report is attached as Annexure B.**

# Bhera Di Thaan

Project of Asian Synergy SMC Pvt. Ltd.



**“Bhera Di Thaan”** Is The Best Spot On M2 For Traditional, Continental And Fast Foods Such As Chinese Foods, Burgers, Biryani , Dahi Balle , Sammosa, Chart , Juice, Tea , Nan , Shawarma Stall, Chapli Kebab , Chinese Foods, Burgers, Biryani & Traditional Sweets.





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