



Laurea People's Signature

Corporate Profile 2025

www.laureapeoplessignature.com



Laurea People's Signature

Optimize your online potential with our top-notch and comprehensive digitalized solutions in different departments.

Driven by Technology to the Digital Future — We bring innovation to your business.

1

2018

Starting as a accounting, audit, and taxation services provider, Laurea People's Signature came into existence.

2

2019

Laurea People's Signature started off with digital marketing services and eventually became Malaysia's pioneering B2B digital marketing agency.

3

2020

With 100+ satisfied customers in a year, we continued Digitalization and became much more needed during Covid 19 Outbreak.

4

2021

LPS officially expanded its renowned services with a exclusive UK branch, providing the top-notch IT support, branding, and marketing services.

5

2022

Within a short span of 3 years, LPS was approved as a top-ranking digital marketing agency. We excel at what we do with 2000+ satisfied customers around the globe.

6

2023

We are successfully growing and expand a new branch in Dubai. With immense customer satisfaction, we brought more marketing and IT solutions to all businesses around the world.

7

2024

LPS partnered on government projects, bolstering portfolios among multinational corporations, while also venturing into the cutting-edge realm of AI technology.

8

2025

Backed by USD 3.2M in funding, LPS expanded into Malaysia, Dubai, and the UK, forging key partnerships and advancing AI-driven marketing solutions to redefine brand strategies.

A brief history of LPS

About Us

Pioneering the Future of B2B Martech - Founded in 2018 as an accounting, audit, and taxation services provider, **Laurea People's Signature (LPS)** anticipated the shifting business landscape and seized the opportunity to evolve. Recognizing the growing demand for digital transformation, we redefined ourselves as a pioneering B2B Martech Agency, delivering cutting-edge marketing solutions that drive business success.

Today, we empower brands with strategic digital marketing, IT tech support, and web development—leveraging the power of data analytics, audience engagement, and storytelling to create compelling brand narratives. More than just an agency, we are architects of growth, helping businesses strengthen their digital presence, attract new customers, and cultivate lasting relationships.

At the heart of LPS is a team of seasoned professionals specializing in Data Analytics, Website Development, Social Media Marketing, IT Support, Branding, UI/UX Design, and beyond. Our commitment to technological innovation drives us to integrate AI-powered marketing strategies and advanced IT solutions, ensuring our clients stay ahead in an ever-evolving digital landscape.

Join us in reshaping the future of marketing—where technology meets creativity, and businesses thrive through intelligent, data-driven strategies.



Vision & Mission

Vision

Our vision is to become the customer-centric Martech that offers diverse solutions based on customer satisfaction. We strive to be at the forefront of technological advancements and use our expertise to help businesses navigate the rapidly evolving digital landscape. With a deep commitment, expertise, and skillset, LPS strives to acknowledge the rapidly transforming changes in the world.

Mission

Our mission is to empower businesses to reach their full potential through innovative, updated Digital Technology and strategies that provide proven results. We understand the motive, distinction, and target audience of different audiences and aim to deliver solutions that resonate with their customers and brand story.



Our Services

As a fast-growing Digital Media company, we provide the following tailored and precise services

Digital Marketing

With continuous efforts, we provide social media management, business marketing, content marketing, content creation, conversion optimization and lead generation management.



E-Commerce Management

Your e-commerce store will thrive with our exceptional product and market research, strategy development, search engine optimization, e-commerce marketing, and ads management.



IT Technical Support

We provide expert-driven IT services, including IT consultancy, frontend & backend services, web portal and app development, custom software and API development with professional 24/7 assistance.



Data Analytics

Harnessing advanced corporate data analysis techniques, we provide actionable insights, facilitating informed decision-making and robust strategic planning processes.



Our Services

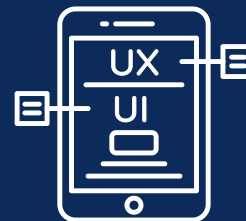
Web Designing & Development

With well-curated skills, we offer top-notch e-commerce website development, landing page development, website designing, corporate website, video streaming website and 3D interactive websites.



Branding Management

To make your business visible and credible, we provide brand positioning, logo designing, brand marketing/communication, brand guideline and photoshoots/video shoots.



UI/ UX Designing

We craft intuitive interfaces that prioritize user experience, ensuring seamless navigation and engagement across all platforms. From wireframing to prototyping, we blend creativity with functionality to deliver designs that captivate and convert your audience.

Our Core Objectives

“Best results come with the strong objectives and determination.”

As a recognized IT Technology, Marketing and Branding hub, our company has several core objectives that guide our work and drive our success.



Deliver Desired Results

Our primary objective is to deliver tangible results for our clients. We aim to help them achieve their goals and objectives, whether that's increased website traffic, higher conversion rates, or stronger brand awareness.



Drive Innovation and Creativity

We are committed to staying at the forefront of technological advancements and using the latest tools and techniques to deliver cutting-edge solutions. We continuously explore new ideas and approaches to help our clients succeed in the rapidly-evolving digital landscape.



Provide Personalized Service

We believe that every business is unique and deserves a customized approach. We strive to provide personalized services that are tailored to the specific needs and goals of each client.



Induce Collaboration

We view our clients as partners and believe that collaboration is key to achieving success. We aim to build strong, collaborative relationships that last for years to come.



Build Trust and Loyalty

We understand that trust and loyalty are essential to building long-term relationships with our clients. We aim to earn their trust through transparency, honesty, and a deep commitment to their success.

How We Work?

To never disappoint our customers, our work process is well-organized and accessible.

Step 1

At our agency, we take pride in our unique approach to working with clients. We believe that every client is different, and therefore requires a customized approach that is specifically designed to achieve their goals.

Step 2

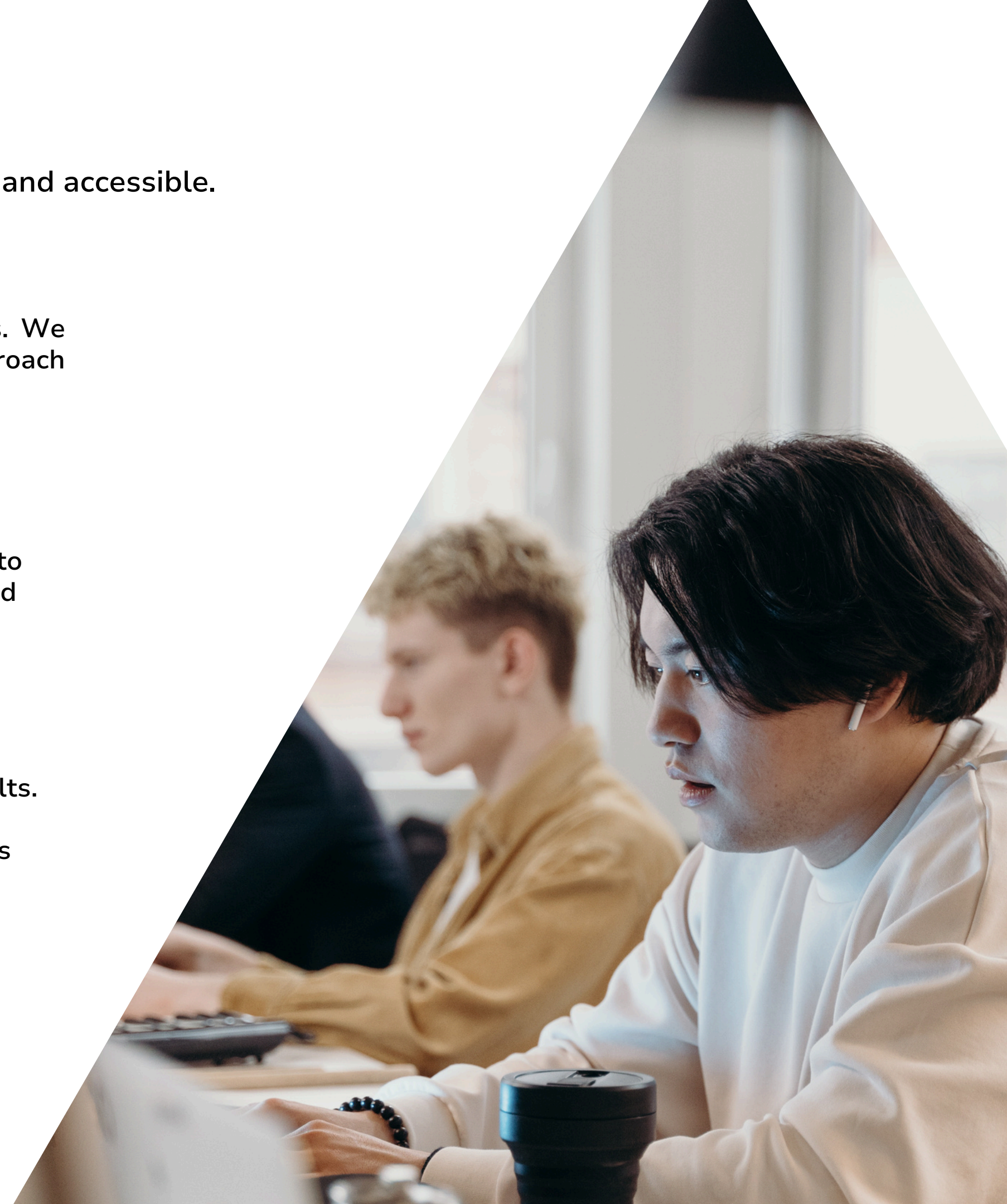
Our process starts with a thorough understanding of our client's business, industry, and target audience. We conduct extensive research to gain insights into their customers' needs and behaviors, as well as their competitors' strategies and tactics.

Step 3

Once we have a clear understanding of our client's situation, we develop a comprehensive branding and marketing strategy that is designed to deliver results. We work closely with our clients to ensure that their goals and objectives are reflected in the strategy, and that they are fully aligned with the overall business strategy.

Step 4

Our IT, Branding, and Marketing teams collaborate to implement the strategy with meticulous precision. Employing a diverse set of techniques such as SEO, PPC, social media marketing, email marketing, and content marketing, we strive to achieve the targeted outcomes with careful attention to detail.



Why is Laurea People's Signature Winning Customer's Hearts?

Since there are thousands of digital marketing agencies providing multiple services, we always stood at the top due to the following reasons;



Firstly, we are one-stop solution offering IT, development, branding and marketing. We believe in staying up-to-date and positively integrating technology advancement into our strategies.



With an ethical commitment to transparency and communication, we indulge clients every step of the way. We believe that trust and honesty are crucial to building long-term relationships.



We stand out with the constant support and efforts of our experienced professionals dedicated to providing personalized and tailored services.



Lastly, we implement a customer-centric approach and strategies with commitment and years of experience to deliver the quality our customers expect from us.



Driving to AI Marketing & Branding

Revolutionizing Marketing with AI

At Laurea People's Signature (LPS), we leverage artificial intelligence to transform your marketing strategies. Our AI-driven tools provide deep insights and automation, enabling us to create personalized and effective campaigns. By analyzing data, our AI helps predict trends and optimize efforts in real-time.

Enhancing Branding with AI

Our AI technology strengthens every aspect of your brand management. From smart logo design to automated brand monitoring, we ensure your brand stays consistent and impactful. AI analyzes market trends and consumer feedback, refining your brand's identity to better connect with your audience.



Revolutionizing Marketing & Branding with AI



Personalized Customer Experiences

AI allows us to deliver personalized experiences to your customers. Using machine learning, we segment audiences precisely and tailor messages that resonate with each individual, boosting engagement and conversions.



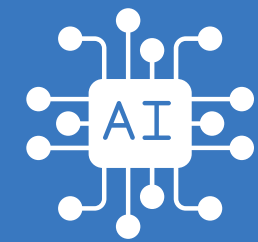
Data-Driven Decisions

Our AI tools provide actionable insights for making informed decisions. We constantly monitor and analyze campaign performance, quickly identifying what works. This ensures we maximize your return on investment.



Efficient Operations with Automation

Automation is key to our AI strategy. By automating repetitive tasks and managing workflows, we enhance efficiency, allowing our team to focus on creative and strategic work. This means faster project turnaround and high-quality results.



Future-Proofing Your Business

We stay ahead of technological advancements to keep your business future-proof. Our AI tools and methods are continuously updated to provide cutting-edge solutions that drive growth and success.

Laurea People's Signature (LPS) Secures USD3.2 Mil in Private Funding for Global Expansion



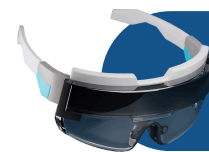
Overview:

- Funding Amount: **USD3.2 million** in private funding secured.
- Leadership: Led by founder and CEO, Nisha Meng Ming Li.
- Purpose: To enhance digital marketing solutions, expand IT services, and strengthen branding expertise.
- Global Reach: Investment allocated across branches in Malaysia, Dubai, and the UK.



Global Expansion Plans:

- Target Markets: Strengthening presence in Asia, Europe, and the Americas.
- Objective: Provide tools and expertise for businesses to thrive in the digital age.



Future Initiatives:

- AI-Powered Personalization: Enhancing customer experiences with machine learning algorithms.
- Data-Driven Insights: Integrating AI-based predictive analytics for informed decision-making.
- Omnichannel Marketing Automation: Developing a platform to integrate various marketing channels.
- Immersive Content: Incorporating AR/VR into marketing and branding strategies.
- E-Commerce and IT Integrations: Building robust solutions to connect marketing data with sales.



Strategic Focus:

- Innovation: Investment in data-driven strategies, AI-powered tools, IT infrastructure, and automation.
- Client Impact: Aim to help businesses navigate the digital landscape and maximize potential.

Laurea People's Signature (LPS) Wins AI Security Projects for Agencies in Oman & France



Links:

- SME Asia: [Read Here](#)
- Newstream Asia: [Read Here](#)
- Business Today: [Read Here](#)
- Publikt.io: [Read Here](#)

The Industries of Our Clientele We've Served



KEMENTERIAN
SUMBER MANUSIA



ALCOM



INTEKSOFT



KAT SOLUTIONS



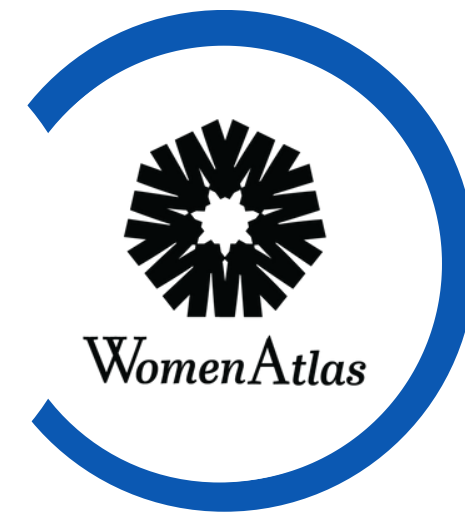
SECOM



UOUTDOORS
(UNITED STATES)



LABUAN IBFC



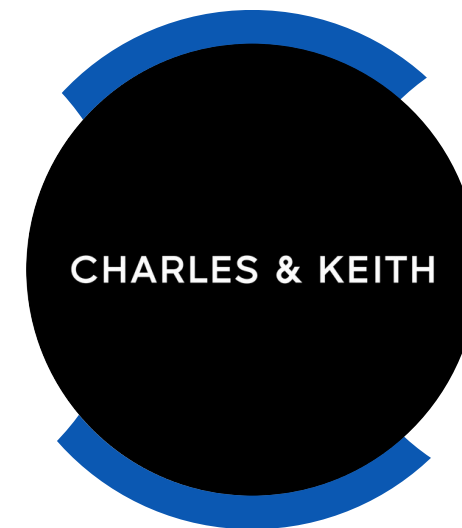
WOMENATLAS



DIVA SECRET
INTERNATIONAL



JOJO PETS TAXI



CHARLES & KEITH



PENURWILL



ASGHAR ADVOCATES
& SOLICITORS



PM ENTERPRISE
(JAPAN)



VMEDIA VENTURE



TS SPAREPARTS

Client's Testimonials

BLACKDIME
THE ALLEY OF EMINENT

Blackdime International



“Great customer support is very important for every business. For Blackdime we would say “Laurea people signature “ response very prompt and professional. The whole team handle us very patiently and helpful and very responsive on delivering what we want. The proof with results as what they promises to us. Recommended.”



Adiba Ayu



“Working with Laurea People's Signature Sdn Bhd has been an incredibly positive experience, largely due to the excellent team guidance and support. We never hesitated to reach out for assistance or guidance, knowing that we receive the support we needed . Overall, the supportive environment fromLaurea People's Signature Sdn Bhd has made it a pleasure to deal with them.”



KAT Solutions



“Exceptional digital marketing agency! Their expertise is unmatched, delivering stellar results. From strategic planning to creative campaigns, they excel in every aspect. Professional, responsive, and innovative, they truly understand clients' needs. Highly recommended for businesses seeking impactful online presence and growth. A game-changer in the industry!”



PM Enterprise



“Dear Nisha & Team, the landing page you created for my Family Office is exceptional —clean, sharp, user-friendly, and highly engaging. My experience with your team was seamless, with great communication and professionalism throughout. Keep up the fantastic work; I’m thoroughly impressed!”



ASGHAR



“Simply the best! They developed my law firm website www.asghar.co. They were, and continue to be, very helpful and responsive. Adjusted and re-adjusted the website again and again without complain. Worth every penny. Also reasonable priced. Totally recommended! Will definitely hire them for business development in the future.”

Celebrating Excellence:

Our 2023-2025 Awards



Laurea Peoples Signature Sdn Bhd

Most Comprehensive Customer Experience
& Market Research 2023 - Malaysia



Contact Us



Malaysia Branch: Level 15, Dpulze Cyberjaya, DPulze Lingkaran Cyberjaya Point Timur, Cyber 12, 63000 Cyberjaya, Selangor

Malaysia Branch: Unit 6, Level 4, SetiaWalk Mall (Block K), SetiaWalk, Persiaran Wawasan, Pusat Bandar Puchong, Puchong 47160 Malaysia



UK Branch: Oxford Street, 01-06 25 N Row, London, England W1K6DJ, GB



Dubai Branch: DMCC Floor 35, Mazaya Business Center AA1, Jumeirah Lake Tower, Dubai, UAE



+6(016) 644-1334



www.laureapeoplessignature.com



support@laureapeoplessignature.com





Thank you

www.laureapeoplessignature.com

