

Company Name : Sasbadi Holdings Berhad
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Sasbadi sees potential in early childhood education sector

KUALA LUMPUR: Sasbadi Holdings Bhd will continue to look out for opportunities in the early childhood education (ECE) segment to diversify its business.

The company believes this area of education holds big growth potential for itself.

It wants to offer ECE classroom solutions which has a form of standardisation for kindergartens while ensuring specific learning goals are met, the company said in its 2023 Annual Report.

“We have already expanded our ECE product range that is suited for the home market last year and this forms a strong foundation for the group to be a formidable player in the ECE segment in Malaysia,” it said.

Meanwhile, the company also anticipates an uptake in digital revenue from the second half of this year onwards.

It noted of its success in clinching several contracts from the ministry of education last year to supply and deliver market-ready digital solutions.

“We are hopeful that our group will be able to capitalise on similar opportunities in tandem with the launch of the Digital Education Policy by the government recently,” Sasbadi said. Moving forward, the company said it is aware of the need to achieve higher growth through new revenue sources.

One key strategy to achieve this and beyond is through mergers and acquisitions which can quickly help it launch into new business segments with significant market share.

“We will continue to monitor our risk management strategies, including cost reduction and cost optimisation measures that will benefit the group as we strengthen our economies of scale and financial position,” it said.