



GRENIQOLOGY
S D N . B H D .
(1246809-V)

About Us

The two co-founders of Greniqology Sdn. Bhd. (previously known as Rich –Wang PLT) come from two different background; oil and gas and technology management. That, however, did not deter them from joining forces to bring to market an innovative product that would revolutionize the way people manage their oral care. Greniqology Sdn. Bhd. is a company previously known as Rich –Wang PLT.

Ayub Azizan – Managing Director

A graduate from UniKL, Ayub spent his early working life in the oil and gas, and manufacturing industry. He has also dabbled in other areas of interest such as graphic design, photography and writing. His leadership quality manifested during his university days with his appointment as Vice President in UniKL Student Representative Council. Throughout his career, his passion for business grew until the formation of Rich A-Wang PLT. in 2015, and then converted the company into Greniqology Sdn. Bhd. in 2017. He currently focuses his time and energy on growing the company into a global company.

Siti Jamilah Mat Rasit – Head of Technology Division

With a yearning to establish himself as a leading management specialist, Siti Jamilah Mat Rasit graduated from UniKL with a major in Bio-technology. Her work experience consists of stint as an accounting assistant, a volunteer with an event management team as well as an internship at KL Fried Chicken. A self-professed fast learner, Siti Jamilah first foray into entrepreneurship began in her participation as Malacca state distributor of One Drop Perfume in 2011 until 2012.

We are a startup of MTDC’s Graduate Entrepreneurship Programme or Symbiosis that aims to train selected graduates to become technopreneurs. Symbiosis is a comprehensive programme that covers aspects of commercialisation as well as entrepreneurship.

Our Company

GRENIQOLOGY SDN. BHD. was established in August 2015. The two co-founders, Ayub Azizan and Siti Jamilah Mat Rasit, were participants of MTDC’s Symbiosis Programme which aims to produce technology-based startups and the commercialization of R&D output of local universities and research institutes.

GRENIQOLOGY SDN. BHD. is company which produces and markets GRENIQ, a natural-based oral care product that is purely natural and organic, and safe for all ages. We strongly believe in offering an effective oral care solution that provides a total cure for many teeth problems such as cavity and decay.



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GRENIQ is already in production and is estimated to begin delivery to our customers at the end of Jan 2018. Hundred units have already been sold word-of-mouth marketing. It received generally positive feedback; convenient, tastes good, has no burning sensation and makes the mouth feels fresher.

Our Vision & Mission

Vision

To be the in the top three preferred natural brand in personal care market by maintaining 90% or more of natural and organic ingredients in all our products.

Mission

- To build and maintain close ties with GLCs, Government agencies and relevant companies in the oral care industry
- To consistently monitor the market share
- To ensure effective results through high-quality R&D for product improvement
- To continuously seek consultation from experts to learn and improve the management and leadership qualities in the organization
- To put in place a strategic marketing plan to strengthen brand positioning in the market
- To keep discovering potential or new global markets

Our Product

GRENIQ is a natural oral care toothfoam which uses natural-based ingredients such as extracts of Piper Betel (Sirih), lauric acid, honey, and other minor natural compound. Toothfoam is our choice of delivery because it offers better surface penetration during brushing and gargling.

Why GRENIQ?

- GRENIQ **eliminates** fluoride and alcohol.
- GRENIQ **reduces** the proliferation of foam bottle and chemical ingredients
- GRENIQ **increases** the value in the product by adding the mouthwash function to make it overall result more effective

Our Brand Story

GRENIQ is derived from a combination of GREEN and UNIQUE. The word 'GRE' comes from GREEN, and 'NIQ' comes from UNIQUE. The philosophy behind the brand is concurrent with the company's belief in producing more natural-based products to offer a better option for customers. We are also inspired by the Islamic Golden Age during the 13th century where natural medicine was widely used to treat many different ailments. With the high usage of synthetic chemicals in the health and medical industry, Greniqology Sdn. Bhd. aims to create more awareness about the health benefits of natural ingredients beginning with our first product, GRENIQ.



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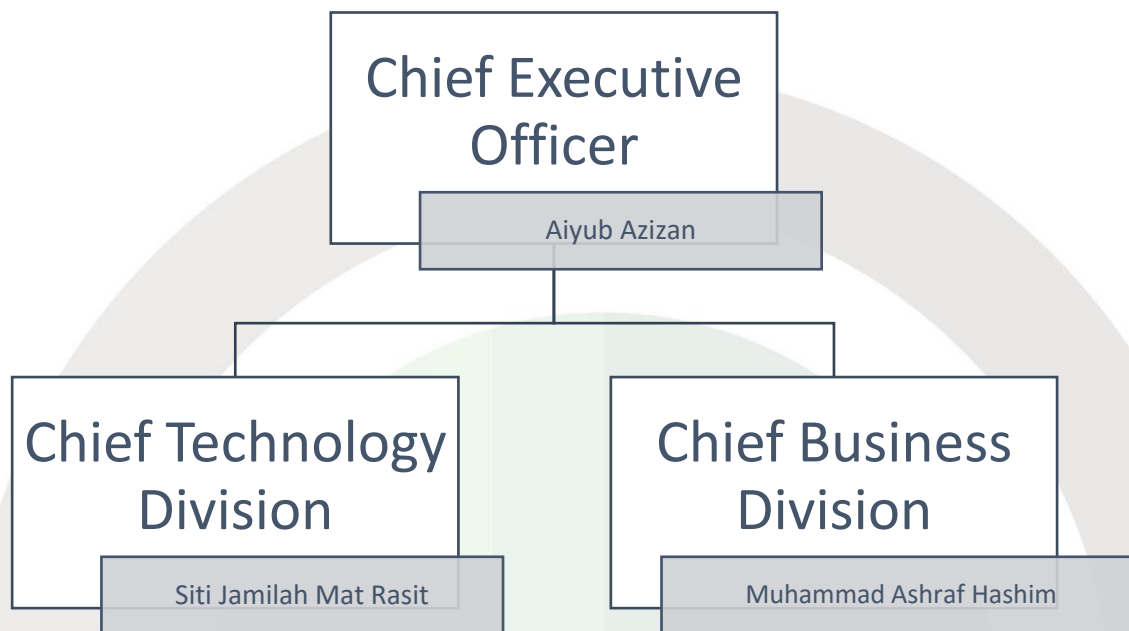


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Testimonials/Awards

- SILVER PRIZE in International Engineering Invention & Innovation Exhibition (i-ENVEX) 2013
- SILVER PRIZE in Malaysian International Young Inventors Olympiad (MIYIO) 2013
- SILVER MEDAL in 15TH Industrial Art and Technology Exhibition (INATEX) 2013

Organization Chart



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