

富貴NIRVANA

藏恩閣

Rhyme of Life

INAUGURATION CEREMONY

生命樂章落成典禮

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ROL

Epitaph

An **epitaph** is a meaningful tribute to a deceased person. **Epitaphs** can identify the deceased, summarize an entire life or profession, or express tributes from mourners left behind.

BAREFOOT

1974 - 2070

HE WAS
A PRETTY
GOOD
ANCESTOR

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**GUSTAVA
GUMERSINDA
GUTIERREZ
GUZMAN**

1934-1989

Rest in peace

**A memory from all
your sons(except
Ricardo who did not
pay any money)**

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**TOMAS
JIMOTEO
CHINCHILLA**

1967-1989

**Rest in peace,
Now you are in Lord's arms.
Lord, watch your wallet**

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Here is resting my
dearest wife,

BRUNJILDA

JALAMONTE

1973-1997

Lord, please
welcome

her with the same
joy I send her to you.

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Memories

Commemoration

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5 Selling Points 大銷售攻略

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1. Humanistic & elegant design

- Stylish
- Classic
- Exudes a contemporary feel



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Phine of life
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2. Library-styled columbarium

Inner
court



Outer
court

Middle
court

2. Library-styled columbarium

a. Creating a new family-concept columbarium

b. Thirteen (13) well-design life classics

c. To collect and remember all things precious
eg. Life stories and memories





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3. Strategic location



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4. Comprehensive facilities

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Florist



Cafe



Memorial parlour



Columbarium



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5. Value- added rewards

Free Golden Harvest Reward (GHR)
30 years of LOVE for future generation



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Rhyme of Life (ROL) Target Market





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Rhyme of Life (ROL) Target Market

- ♡ Likes classy and elegant design
- ⊗ Loved ones of different religious beliefs can gather
- 💎 The value of the collection is priceless





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Chinese population in Klang Valley:

About 3 million

Available units at the Rhyme of Life: 1,170

In other words, less than 0.04%
will be fortunate enough to own a unit



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宣传策略

Marketing Strategy

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April 4月份

生命馆导览员 NCKL Tour Guide

2021年4月3日 开始
每天Everyday 10am - 3pm
Start from 3 Apr 2021





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邮寄爱的信息
A heartfelt wish for loved ones

生命樂章
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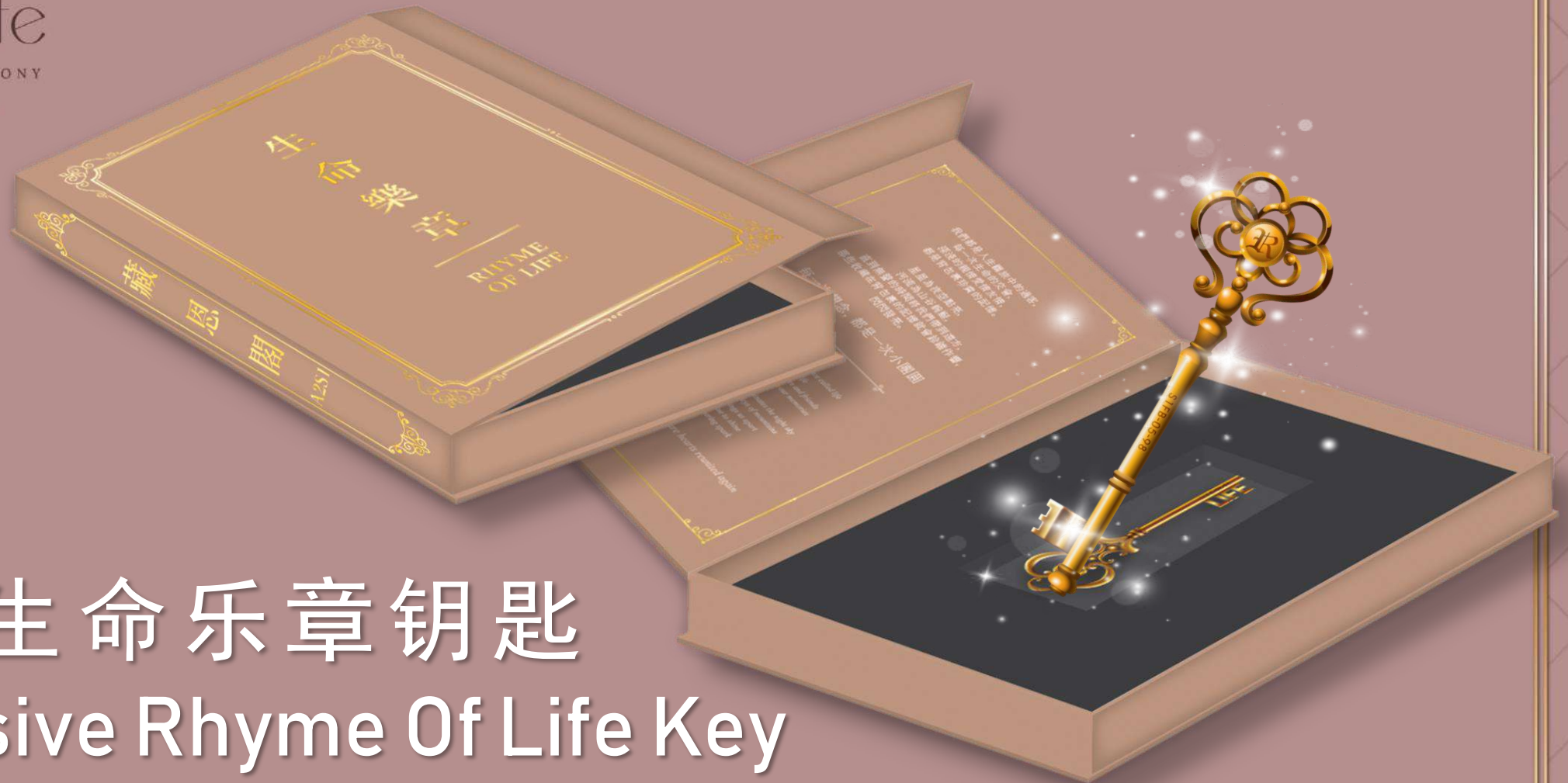


Home Key



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精致生命乐章钥匙
Exclusive Rhyme Of Life Key



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精美包
供拜祭时暂时存放
Exclusive carrier bag
For convenient temporary storage
during worship



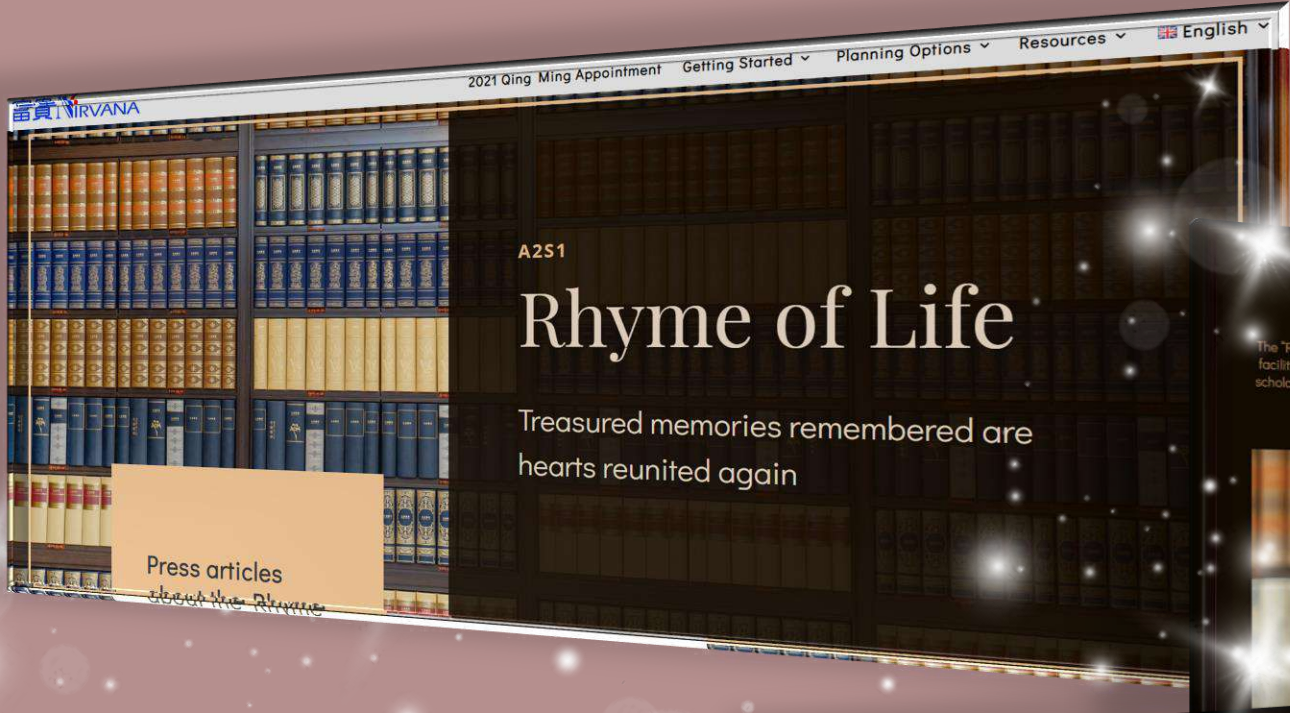


精美宣传手册 Exclusive Brochure



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专属网页
Dedicated Website Page



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视觉导览 Virtual Tour





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每一次想念
都是一次小團圓

Treasured memories remembered are hearts reunited again



生命樂章介紹影片 Rhyme Of Life Introduction Video





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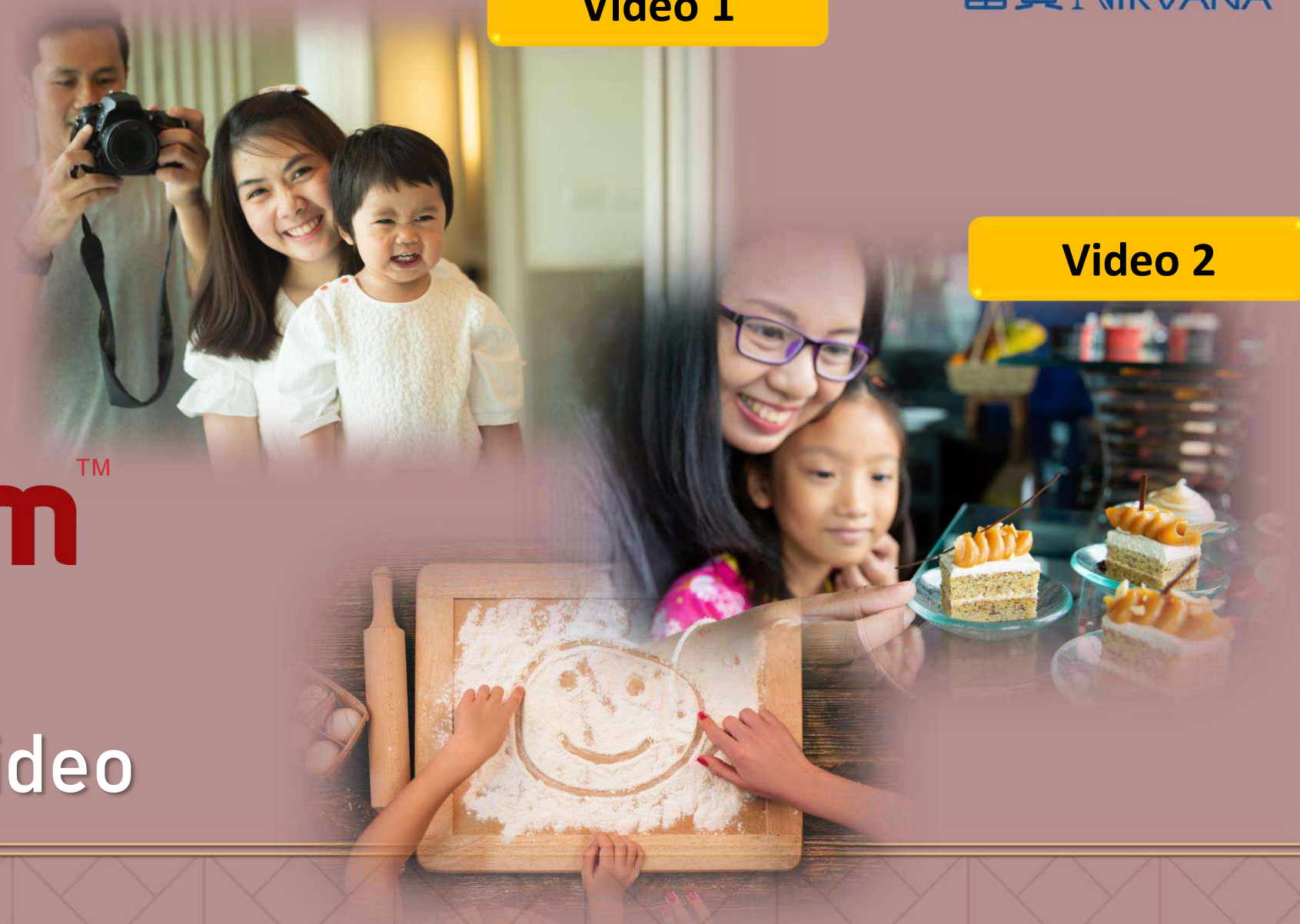
Video 1

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Video 2


dimsumTM

宣传短片
Short Film Video



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星洲日報

SIN CHEW DAILY

報章專訪报导
15篇

Newspaper Interview
15 Insertions



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生命咖啡館
Life Café

生命咖啡館活動
Life Café Event

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顾客促销 Customer Promotion

LOW
DOWN
PAYMENT



GHR
果王丰收奖励

高达



Discount
折扣



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富貴 Nirvana

促销 Discount

Down Payment

10%

Discount

10%

Down Payment

50%

Discount

25%

Down Payment

20%

Discount

15%

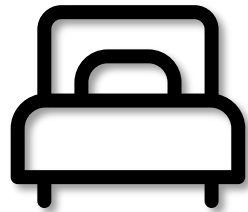


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个人销售

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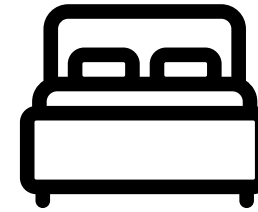
Personal Incentive



Super Single Lot

RM2,000

Per unit



Super Double Lot

RM4,000

Per unit

个人销售 Personal Incentive SA

PV 54,400 X 8% = RM4,352

+RM4,000

RM 8,352.00

个人销售 Personal Incentive SD

$$\text{PV } 54,400 \times 15\% = \text{RM}8,160$$

+ RM4,000

RM 12,160.00



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Thank you very much