

## ABSTRACT

SmartWay is the commercial brand name of Smart Card Solutions developed by SmartWay Sbn., Bhd. in Malaysia. With tremendous successes in its home country as a developer and leader in the field, SmartWay has started its extensive growth plan.

Based on its Feasibility Studies for Asia, there are lots of opportunities that SmartWay can realize through such business models, such indicators are such as; demands for Smart Card and automated Cash Handling Solutions. It will start entering each market with Project Sales that will automatically build a base of Smart Card holders, and strengthen its growth potential by partnering with strong local partners through Licensing Agreement.

SmartWay will provide those partners with its Smart Card Solutions, Backend Systems, On-line Card Center, and Revenue Collection Systems to extend usage of Smart Card among those cardholders. SmartWay Card will become another payment option bundled with Loyalty Program Solutions that will encourage cardholders to spend through the Cards and income will be generated to SmartWay and its partners from either the cardholders' spending or the fee for Loyalty Program charged from participating merchants. To do so, SmartWay will qualify strong local partners and encourage them to invest in the business, and SmartWay will act as a business consultant for the whole development at the first stage, then, it will reduce its role to only a Technical Consultant. Results from Performance Evaluation based on SmartWay's evaluation criteria will determine whether it will further invest in other markets.