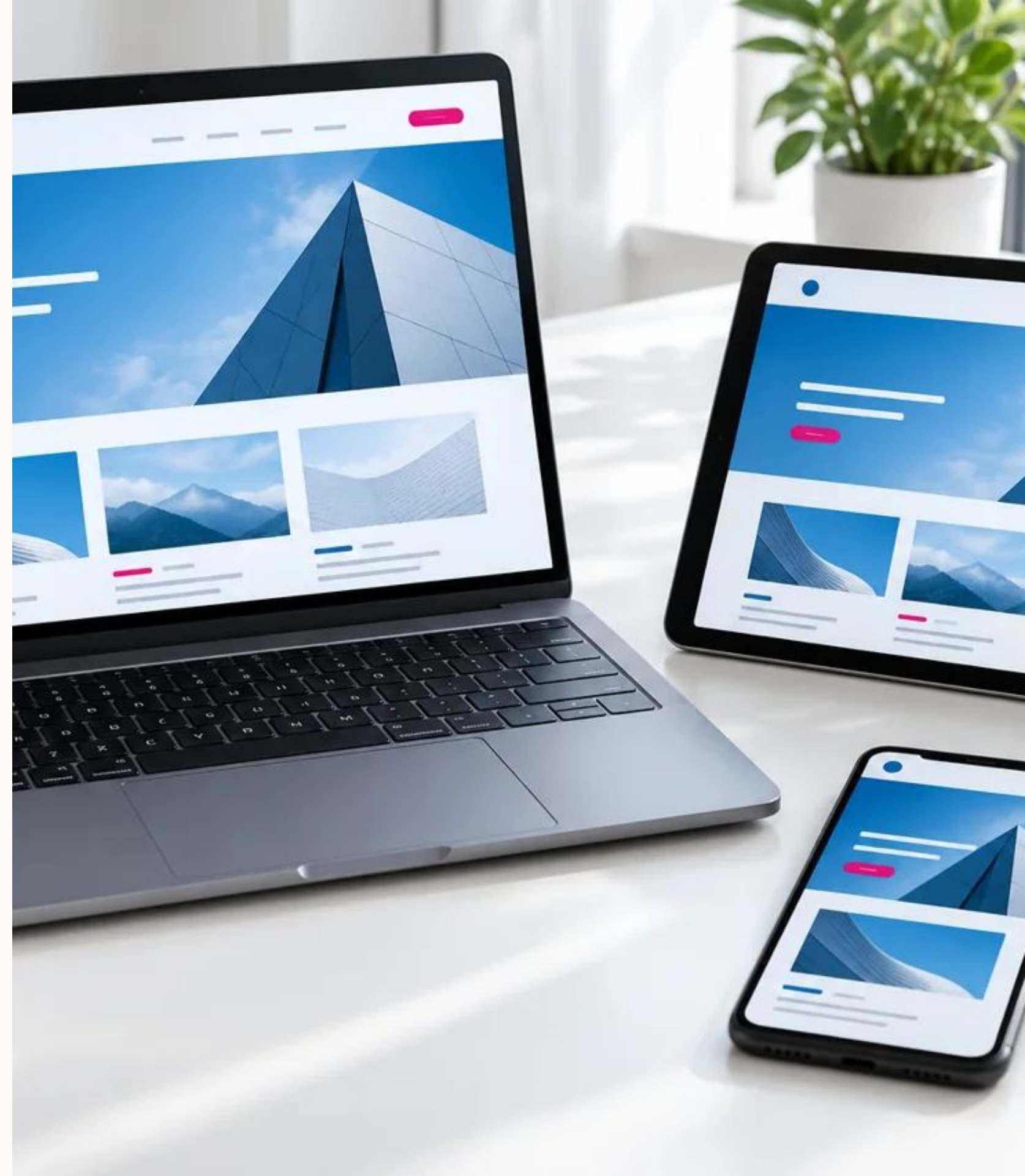




Digital solutions. Business ambition.

MCS PixelTech
Company Profile 2026

Powering Your Online Presence



A digital partner for Malaysian businesses

We bring business thinking, visual design and development together.

Our purpose

Help customers understand your business and take the next step.

Our approach

Start with your goals. Build a useful experience. Support it after launch.

Our reach

Malaysia and international projects, with scope tailored to each business.



Your business goals guide the solution

— Get discovered

Useful search content and clear local information help potential customers find the right service.

— Turn interest into enquiries

Mobile layouts, convincing service pages and visible contact paths reduce friction.

— Connect daily operations

Booking tools, Android applications and cloud workflows support the tasks your team handles every day.

— Make informed decisions

Agreed tracking and regular reports show which actions deserve attention.

Capabilities across your digital business

01

Digital presence

Website design and development
E-commerce and booking systems
Brand identity and company profiles

02

Customer growth

SEO and GEO content planning
Google Business Profile support
Social content and campaign creative

03

Business systems

Android MVPs and custom workflows
AI assistants and automation
Hosting, maintenance and security planning

Websites built around your customer journey

A strong website makes your offer easy to understand and easy to act on.

Experience

Page planning, clear navigation, brand styling and responsive desktop and mobile layouts.

Functionality

Enquiry forms, WhatsApp contact, booking flows, product catalogues and agreed integrations.

Launch readiness

Review forms and navigation, check performance, and define account access and handover.



Mobile apps for practical business tasks

— Customer applications

Service enquiries, appointment requests, status views and customer account journeys.

— Staff applications

Task lists, field updates, room checks or dispatch workflows, according to the agreed brief.

— Connected administration

User roles, cloud records and an admin interface where the project requires them.

— MVP delivery

Start with the essential screens. Test on agreed Android devices before expanding the product.

Commerce and bookings with clear next steps

E-commerce

Product organisation, useful details, cart and checkout with a selected payment integration.

Online bookings

Appointment slots, booking information and basic administration for the agreed service.

Customer confidence

Clear policies, confirmation messages and accurate availability support purchase decisions.

Business ownership

Agree who manages products, transactions, third-party accounts and ongoing platform fees.

Search visibility starts with useful content

We connect the questions customers ask with pages that answer them.

Technical foundation

Crawlable pages, descriptive titles, internal links and checks for indexing or performance issues.

Content strategy

Map services, locations and search intent to useful pages and FAQs.

Local and AI discovery

Maintain consistent business information and clear explanations for search and AI systems.



Keyword planning with a business purpose

Search intent	Illustrative keyword	Recommended destination
Commercial	web design Malaysia	Website design service page
Local service	web development Petaling Jaya	Local service page with relevant proof
Solution research	Android app development Malaysia	Mobile app capability page
Growth support	SEO services Malaysia	SEO service page and process
Operational need	online booking system Malaysia	Booking solution page
Informational	how much does a business website cost	Website planning guide

Examples for planning, not verified volume or ranking data. Validate relevance, competition and demand before final selection.

A consistent brand across every touchpoint

Your website, social channels and sales materials should tell the same story.

Identity

Logo direction, colour, typography and a recognisable visual language.

Sales materials

Company profiles, flyers and service presentations that explain your offer clearly.

Content

Website copy, social graphics and campaign assets with a defined audience and action.



Social content that supports the enquiry journey

Content planning links business priorities with the questions customers ask.

Plan

Choose service themes, customer questions and the next action for each post.

Publish

Prepare consistent visuals and copy. Agree reviews and publishing responsibilities.

Evaluate

Track clicks and enquiries where available. Review creative and landing pages together.



Advertising spend, on-site photography, video production and ongoing management are quoted separately.

Automation with a clear human handover

— Enquiry assistance

Answer from approved business information and collect agreed customer details.

— Workflow connections

Route enquiries, trigger reminders and organise repeatable tasks across selected tools.

— Defined boundaries

Agree permissions, sensitive data handling, escalation rules and exception paths.

— Operational review

Test common scenarios, monitor errors and keep a staff route for questions requiring judgment.

A transparent delivery process

01 Discover

Business goals, audience, requirements and agreed scope.

02 Design

Page structure, visual direction and mobile journeys.

03 Develop

Approved content, functional features and integrations.

04 Review & launch

User journeys, forms, performance and launch approval.

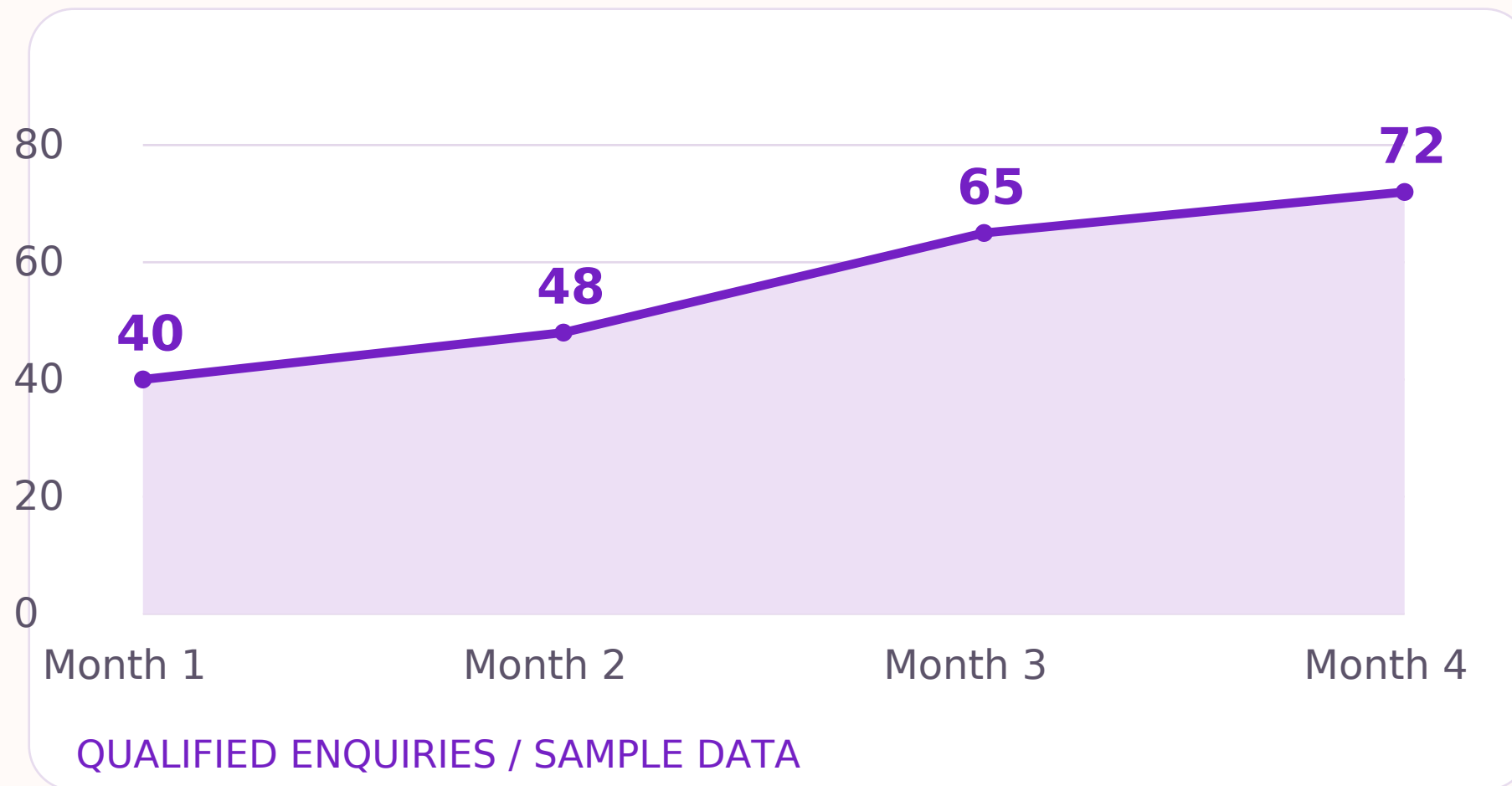
05 Support

Handover, account access and agreed ongoing responsibilities.

Each stage has a review point. New requirements enter a documented change discussion.

Growth analysis connects traffic to value

A useful report explains why enquiries changed, then identifies the next action.



Conversion rate

Month 1: $40 / 2,000 = 2.0\%$

Month 4: $72 / 2,400 = 3.0\%$

Enquiry growth

$(72 - 40) / 40 = 80\%$

In this hypothetical example only.

Business interpretation

Enquiries rise faster than visits. Check traffic quality, form changes and lead quality.

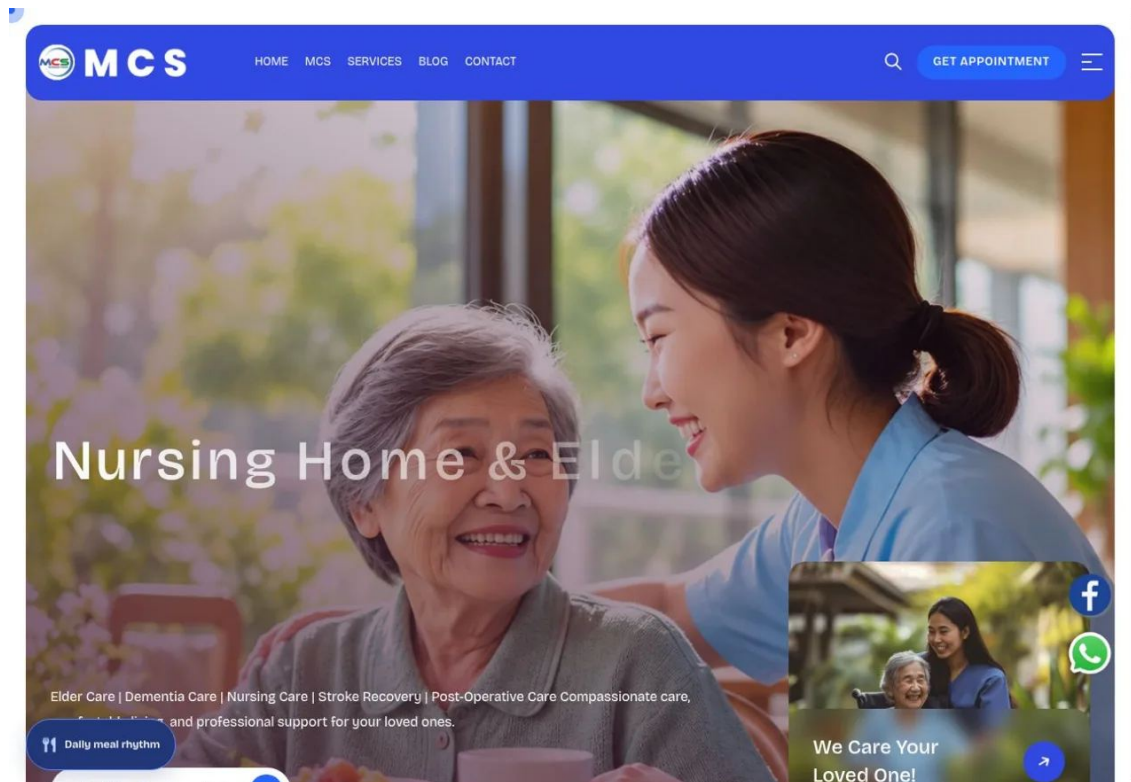
Reports that support the next decision

Measure	Where the data comes from	What the review asks
Search visibility	Search Console clicks and impressions	Which pages and queries gain attention?
Visitor behaviour	Configured website analytics	Where do visitors stop or take action?
Enquiry conversion	Tracked forms and contact events	Which journeys generate useful enquiries?
Lead quality	Customer feedback or CRM records	Which enquiries match the target customer?
Campaign efficiency	Ad platform and lead records	What is the cost per qualified lead?
Operational reliability	Issue logs and agreed monitoring	Which failures or delays need a fix?

Reporting requires agreed account access and tracking. A WhatsApp click is a contact event, not proof of a completed booking.

SELECTED WEBSITE PROJECTS

Care services with clear digital journeys



Multicare Homes

www.multicarehomes.com

Care information, location details and direct family enquiries.



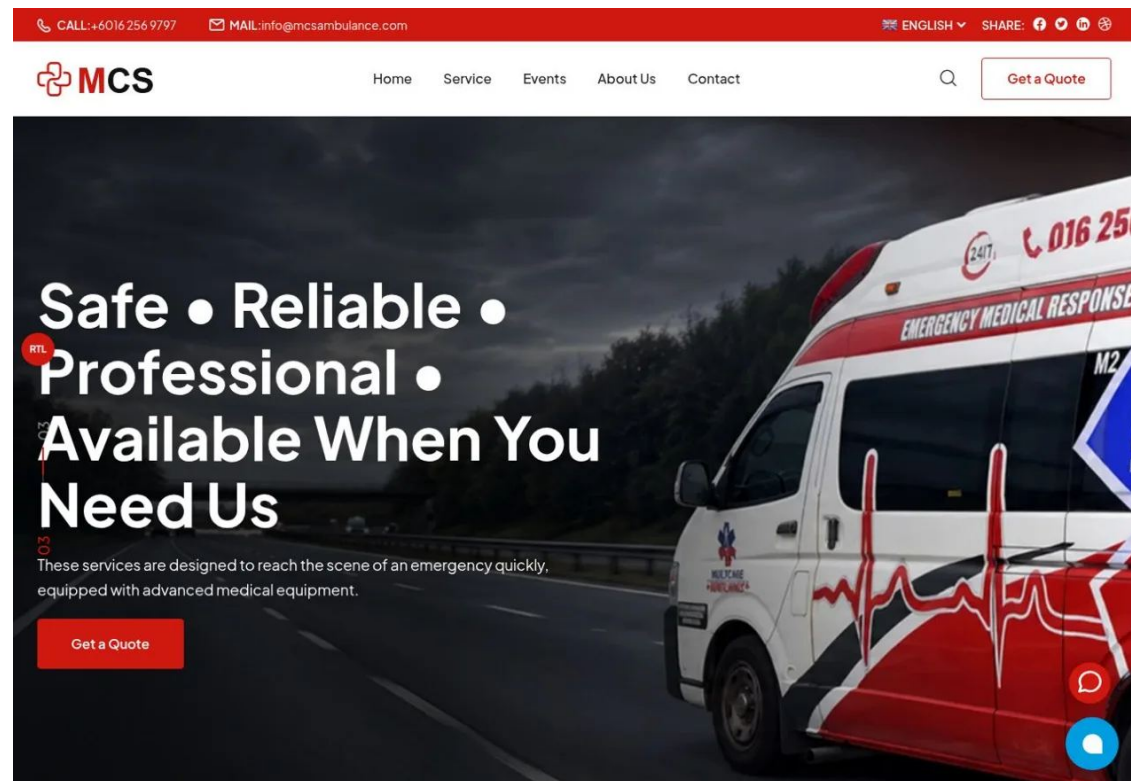
Malaysia Caregivers

www.malaysiacaregivers.com

Service presentation, useful care information and quote enquiries.

SELECTED WEBSITE PROJECTS

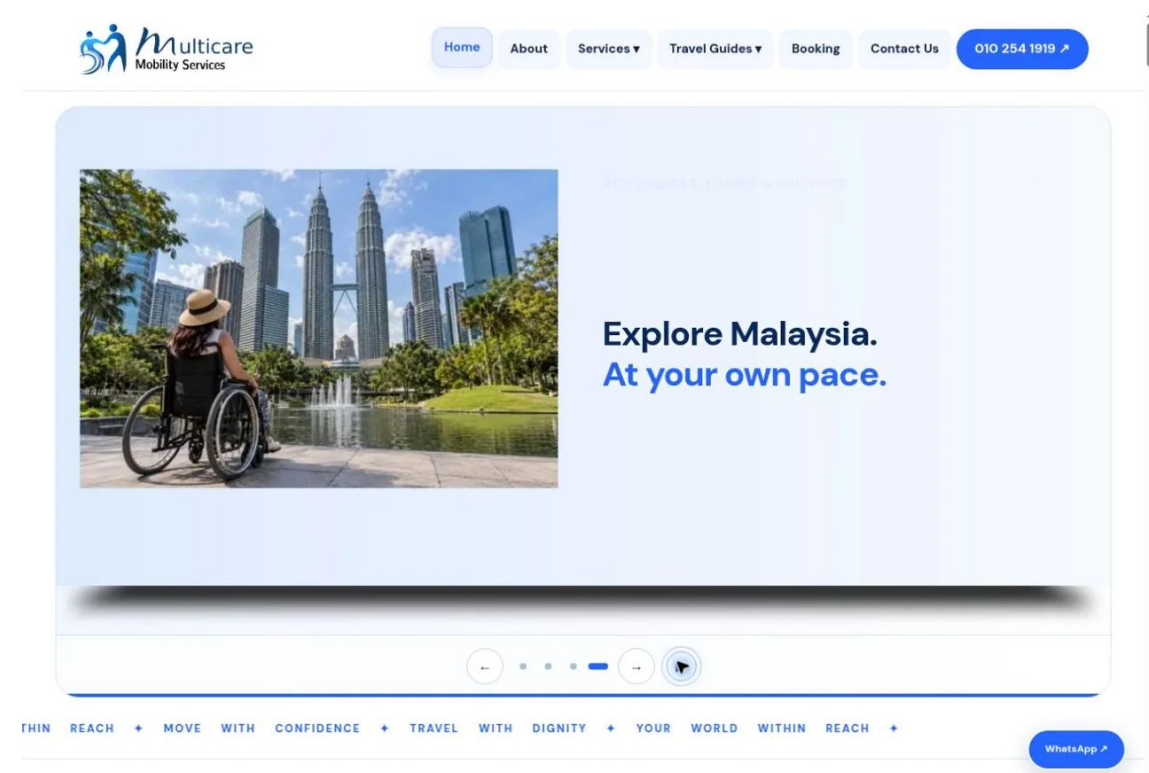
Digital journeys for transport services



MCS Ambulance

www.mcsambulance.com

Service information and accessible contact options for medical transport.



Multicare Mobility

www.multicaremobility.com

Wheelchair transport, destinations and clear service enquiry journeys.

A proposed first 90 days

Days 1-15 Assess

Confirm goals, audience, current content and measurement baseline.

Days 16-30 Plan

Agree priority pages, keyword map, design and tracking requirements.

Days 31-60 Build

Develop approved journeys, prepare content and test key functions.

Days 61-75 Launch

Complete approval, publish and verify tracking and enquiry routing.

Days 76-90 Improve

Review early signals, fix friction and agree the next content priorities.

A dependable digital foundation after launch

Ongoing responsibilities should be clear before the site goes live.

Hosting and access

Select the hosting setup. Define domain, account ownership and access roles.

Protection and recovery

Agree updates, backups and recovery responsibilities for the selected system.

Maintenance

Plan content changes, fixes and review intervals as the business evolves.



Marketing projects with a clear scope

— Campaign planning

Define your audience, priority services, channels and the enquiry action that matters.

— Content and creative

Prepare a content calendar, approved copy and branded static graphics for the selected channels.

— Customer journeys

Connect campaigns with useful website pages, contact forms and WhatsApp enquiry paths.

— Measurement and review

Agree tracking, report the available evidence and identify the next changes to test.

Marketing services and starting rates

Service	Our indicative rate	Scope / billing basis
Facebook setup	RM 300–600 one-time	Page setup, cover/profile styling and static content.
Social management	RM 800–1,400 / month	3 static posts weekly. Optional continuation from month 4.
Google Business	RM 200–450 one-time	One eligible location. Google profile itself is free.
Ads management	RM 300–600 / month	Campaign management. Advertising spend is additional.
Ongoing SEO	Scope-based quotation	Content, technical work and reporting agreed separately.
AI & automation	Scope-based quotation	Approved enquiry assistance and selected workflows.

Facebook package includes the first 3 months of agreed management. Ad spend, shoots, video and paid platforms are separate.

Website and application project rates

Project	Our indicative rate	Included starting scope
Landing page	RM 300–500	One responsive page, up to 6 sections and enquiry links.
Business website	RM 600–900	5 responsive pages, enquiry form and basic SEO setup.
SEO website	RM 1,400–1,800	20 pages, keyword map, on-page SEO and internal links.
E-commerce	RM 2,200–3,200	Up to 25 products, checkout and one payment gateway.
Online booking	RM 1,200–1,800	Appointment slots, booking form and basic admin tools.
Android MVP	RM 2,500–8,000	Up to 5 main screens. Backend and roles affect scope.

One-time planning ranges in MYR. Continuing SEO, domains, hosting, licences, platform and app-store fees are separate.

Branding, content and project add-ons

Service / add-on	Our indicative rate	Starting scope / unit
Logo design	RM 200–300	2 initial concepts and 2 agreed revision rounds.
Flyer design	RM 150–350	One single-sided design. Printing is additional.
Company profile	RM 200	8-page digital profile using supplied text and photos.
Extra profile pages	RM 80–150 / page	Additional pages beyond the agreed 8-page scope.
Extra SEO pages	RM 250–450 / page	Additional pages beyond the 20-page website package.
Website care	RM 150–350 / month	Optional ongoing care within the agreed scope.

Existing MCS PixelTech planning rates. Final deliverables, revisions and tax, if applicable, are confirmed in the quotation.

Example marketing project combinations

Example project	One-time estimate	Included services
Social launch	RM 500–1,050	Facebook setup + Google Business Profile support.
Website launch	RM 1,100–1,950	5-page website + Facebook setup + Google profile.
Search foundation	RM 1,900–2,850	20-page SEO website + Facebook setup + Google profile.
Social continuation	RM 800–1,400 / month	Optional social management from month 4.
Add paid campaigns	RM 300–600 / month	Optional ad management, plus your separate ad spend.

Illustrative totals calculated from the existing rates. No bundle discount. Separate recurring services require agreement.

Choose your next step with confidence

— Starting from zero?

Begin with a focused landing page, clear contact details and one strong enquiry action.

— Need more enquiries?

Connect useful search pages, Google Business Profile and campaign content to the same customer journey.

— Selling or taking bookings?

Plan products, payment steps or appointment slots around the way your team actually works.

— Managing repeated tasks?

Map the workflow first. Then scope an Android app or automation with clear roles and a human handover.

We recommend a starting scope after discussing your audience, budget and operational needs.

From first conversation to a clear proposal

01 Your business

Tell us what you offer and where your customers are based.

02 Your priority

Choose the outcome: visibility, enquiries, sales, bookings or easier operations.

03 Your current assets

Share your website, logo, photos and any existing campaign materials.

04 Your budget & timing

Provide a comfortable budget range and your preferred launch date.

05 Your decision maker

Nominate one contact to approve the scope, content and visual direction.

A clear scope before work begins

— Project agreement

Confirm deliverables, platforms, revisions, milestones and acceptance criteria in writing.

— Client preparation

Provide approved company details, brand assets, authorised images and one feedback contact.

— Support after delivery

Each creation includes three months of agreed support, fixes and minor updates.

— Separate costs

Domains, hosting, paid tools, ad spend, platform usage and new scope are confirmed separately.

LET'S DISCUSS YOUR PROJECT

Your next digital chapter starts here

Share your business, your audience and the outcome you want to achieve.

WhatsApp

+60 11-2998 6991

Email

info@mcspixeltech.com

Website

www.mcspixeltech.com

Prepare for our conversation

Business name and current website
Priority service or workflow
Required features and preferred timeline

Research & information basis

Company information

Supplied company website and service scopes. Price tables follow the MCS PixelTech estimator rates in MYR.

Enterprise communication benchmark

IBM Consulting and Accenture: business outcomes, clear capabilities and structured delivery. Communication references only. No affiliation implied.

Search methodology

Google Search Central SEO Starter Guide: useful content, crawlability, descriptive titles and measurement. SEO and GEO outcomes are not guaranteed.

Evidence boundaries

Portfolio screenshots and service imagery come from the supplied project. Service imagery is illustrative. Mobile use cases and the roadmap are proposed scopes. Growth figures are hypothetical.