

## **Awana bags BrandLaureate SMEs award**

2009/03/10

AWANA Vacation Resorts Development Bhd (AVRD), a wholly-owned subsidiary of Resorts World Bhd, was voted the best brand in leisure and hospitality for the second consecutive year at the recent BrandLaureate SMEs Chapter Award 2008.

Representing AVRD at the event was Simon Yee Foot Meng, director of sales and marketing.

AVRD is in the business of operating and managing a time-share ownership scheme, offering holiday destinations including Awana Genting, Ria Apartment and Awana Kijal in Terengganu.

The BrandLaureate SMEs Chapter Awards 2008 is organised by the Asia-Pacific Brands Foundation and recognises the best brands in the small and medium enterprises industry.

Winners are selected based on the brand's strength and performance and the areas assessed include brand strategy, brand culture, integrated brand communications, brand equity and brand performance.