



PROPOSAL PAPER

**CAPACITY BUILDING ON MALAYSIA BUSINESS
EXCELLENCE FRAMEWORK (MBEF)**

for

**SARAWAK TIMBER INDUSTRY DEVELOPMENT
CORPORATION (STIDC)**

Prepared by:

**MALAYSIA PRODUCTIVITY CORPORATION (MPC)
SARAWAK REGION**

Lot 894, Lorong Demak Laut 3A
Taman Perindustrian Demak Laut
Jalan Bako, 93050 Kuching
Sarawak

Tel: 082 - 439959/439960
Faks: 082 - 439969

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CAPACITY BUILDING ON MALAYSIA BUSINESS EXCELLENCE FRAMEWORK

1.0 INTRODUCTION

- 1.1 This proposal paper is prepared for STIDC in providing capacity building and consultancy on Malaysia Business Excellence Framework (MBEF) for organizational sustainability.

2.0 BACKGORUND OF THE PROGRAMME

- 2.1 Business Excellence (BE) is a comprehensive management practice standard to assist organisations assessing readiness and compliance with excellent practices to enhance organisational performance (leadership, strategy, information, customer, workforce, process, and results). In supporting organisation quest for higher performance and in public service and regulatory delivery, MPC introduced Malaysia Business Excellence Framework (MBEF). This framework is a guide offered to companies in their business transformation journey. It enables companies to assess where they are, identify gaps and take actions to improve performance.
- 2.2 Organisation that adopts the Business Excellence Framework will be able to:
- Create visionary and inspirational leadership.
 - Effective utilization of resources and robust financial management.
 - Drive and embrace culture of innovation and continuous improvement.
 - Focus on public needs and increased satisfaction.
 - Create efficient and effective work processes.
 - Raise productivity and reduce compliance costs.
- 2.3 The Business Excellence Framework (BEF) is a non-prescriptive assessment framework based on internationally comparable and holistic models for managing

enterprise excellence and innovation. The BEF has seven dimensions of excellence namely Leadership, Strategy, Information, Customer, Workforce, Process, and Results. The criteria will guide your organisation to plan, execute and measure areas related to the excellence dimensions. BEF allows the organisation to check the level of its performance and improve its service delivery performance. It is also a platform for the organisation to be recognised and learn from the best through its community of innovations.

3.0 OBJECTIVES OF THE PROGRAMME

- 3.1 To equip the organisation with understanding Business Excellence (BE) criteria and the relation between each criterion.
- 3.2 Demonstrate the central values and concepts contained within the BE criteria.
- 3.3 Increase the awareness among the members of the organisation on how BE.
- 3.4 Implementation could help them in managing the organisation towards another level.
- 3.5 Gain insight into your own organisation through completing a self-assessment and developing an Organisational Overview.
- 3.6 Apply excellent business tools and implement a business improvement programme in your organisation.

4.0 METHOD OR PROPOSED IMPLEMENTATION PLAN

- 4.1 Malaysia Productivity Corporation (MPC) will be involved fully in the process of execution of the programme. The programme is a fully interactive session by the appointed leading business excellence experts. It provides a comprehensive and in-depth understanding of how to implement a business improvement programme in your organisation based on the 7 criteria of performance excellence.

4.2 The format of the programme is below:

4.2.1 **Content of programme:**

- i. Gap Analysis Workshop
- ii. Organisational Overview
- iii. Pre-Assessment
- iv. Business Excellence Workshop for Practitioners & Awareness
- v. Business Excellence Workshop for Consultant
- vi. Business Excellence Workshop for Assessors
- vii. Post-Assessment

4.2.2 The date and time of each phase of the module will be set by organisation and discussion with experts.

4.2.3 Throughout the programme, participants will engage in an interactive approach where the exchange of ideas is integral to the learning process. Participants will gain knowledge and understanding by using a wide variety of tools and approaches with each module building on the previous module.

4.2.4 The 7 modules are:

- Module 1: Leadership
- Module 2: Strategy Planning
- Module 3: Information
- Module 4: Customer
- Module 5: Workforce
- Module 6: Process
- Module 7: Results

4.2.5 The programme will be conducted in interactive and a sharing of real-life experience towards process improvement.

5.0 RESOURCES

5.1 The resource person for the system development project on Malaysia Business Excellence Framework will be from a recognise Business Excellence expert and has a vast experience in the business improvement journey.

6.0 FEES / PRICING

6.1 This fee does not include meals / drinks during the course. The proposed schedule of payment of the fee is as follows:

PROJECT ELEMENT	TRAINING MANDAY	TRAINING FEE(RM)	ENGAGEMENT SESSION MANDAY	ENGAGEMENT SESSION FEE (RM)
PHASE 1				
Gap Analysis Workshop	2	5,000 x 2 days = 10,000.00	-	-
TOTAL FEE PHASE 1	-	10,000.00	-	-
PHASE 2				
Organisational Overview	1	5,000 x 1 day = 5,000.00	-	-
Pre-Assessment	-	-	1	5,000.00
Business Excellence Workshop for Practitioners & Awareness	2	5,000 x 2 days = 10,000.00		
TOTAL FEE PHASE 2	-	15,000.00	-	5,000.00
PHASE 3				
Workshop BE for Practitioners & Awareness	2	5,000 X 1 day = 10,000.00	-	-
Workshop BE for Assessors	2	5,000 X 1 day = 10,000.00		
Workshop BE for Consultant	2	5,000 X 1 day = 10,000.00		
Post-Assessment	-	-	1	5,000.00
TOTAL FEE PHASE 3	-	30,000.00	-	5,000.00
TOTAL MAN-DAY/COST	11 Days	55,000.00	2 Days	10,000.00
ADMINISTRATION				1,000.00
OVERALL: RM65,000.00				

**Subject to changes on number of man-days required*

- 6.2 The payment method should be made before each phase of the project. MPC will issue an invoice before each phase begins for payment purposes. The payments should be made under the name of "**MALAYSIA PRODUCTIVITY CORPORATION**" via Local Order or Transfer of Money to Sarawak MPC account: **[Maybank Islamic: 561190058550]**. Payment slips to be notified by email to mpcsko@mpc.gov.my.

7.0 CONFIDENTIALITY

- 7.1 All information and data shared by the organisation will be treated with the strictest confidentiality and will not be used for any purpose other than that of the organisation's interest. All output and reports derived from the project will be treated in a similar confidential manner.

8.0 CONCLUSION

- 8.1 We look forward to working with your organisation and supporting your efforts towards the business excellence approach in your organisation. If you have questions about this proposal, feel free to contact:

Perbadanan Produktiviti Malaysia (MPC)
Wilayah Sarawak
Lot 894, Lorong Demak Laut 3A
Taman Perindustrian Demak Laut
Jalan Bako, 93050 Kuching.
Tel: 082-439959/60 Faks: 082-439969
E-mel: zuraini@mpc.gov.my (Zuraini Subki)

Thank you for your consideration.

APPENDIX 1

Introduction	Criteria 1
<p>Organisational Overview</p> <p>Organisational overview details basic information about what is relevant and important to your business. It is a snapshot of your organisation, key influences on how it operates, and key challenges encountered. This information forms the basis for performance improvement efforts.</p> <p>Organisational overview enables your organisation to review its basic information prior to undertaking the BE journey, and dive deep into gaps and areas that may be taken for granted because of being in business for a long time. It also enables your organisation to seamlessly coordinate with other initiatives undertaken to better understand its reasons for existence.</p>	<p>Leadership</p> <p>The Leadership criteria addresses how leaders develop and facilitate the achievement of an organisation's vision and mission. It also relates to develop values required for long-term success. Effective leadership is crucial to overall organisational growth by developing policies and strategies that drive people to achieve its objectives. Emphasis is placed on how the senior leaders communicate with the employees, enhance their skills and how they are involved in organisational learning and developing future leaders. The criteria include organisation governance system, societal responsibilities, and support for its key communities.</p> <p>You will learn about your organisation's management and governance leadership profile and approaches and begin the documentation of this structure. Topics include:</p> <ul style="list-style-type: none"> • Visionary and Promote Innovation • Governance and Community Support
Criteria 2	Criteria 3
<p>Strategy</p> <p>The Strategy criteria addresses the development of organisation's strategic objectives and action plans, deployment of the plans and change of plans if circumstances require it, as well as how progress is measured and sustained. In this module you will conduct a documentation of your organisation's management approach to strategic planning. Topics include:</p> <ul style="list-style-type: none"> • Strategy Development • Strategy Deployment, Implementation and Review 	<p>Information</p> <p>Objective decision making in an organisation requires relevant and accurate data. The information criteria examine how the organisation manages information that interlinks all the functional areas of an organisation. Data should be collected on customer satisfaction, supplier partnership results, employee performance and market performance. Another aspect is how the organisation creates knowledge, and how knowledge disseminated and used to improve the organisation's effectiveness, efficiency, and performance. You will commence the documentation of your organisation's management approach to Information.</p> <ul style="list-style-type: none"> • Information Management • Knowledge Management

Criteria 4	Criteria 5
<p>Customer Focus</p> <p>Organisation's that place customers at the centre of their business model are the ones that garner substantial customer support and their on-going patronage. This organisation uses various avenues to collect customer needs and expectations, and feedback on product/services performance as well as complaints and suggestions. These criteria emphasise customer engagement as an important factor in a learning and performance excellence strategy, as well as determines customer and market requirements, builds relationships with customers and determines their satisfaction. Topics include:</p> <ul style="list-style-type: none"> • Customer Needs and Expectation • Customer Engagement 	<p>Workforce</p> <p>The workforce criteria address how an organisation manages, develop, and disseminates the knowledge and full potential of its workforce at an individual, team-based and organisation-wide level. It looks at how the organisation continuously improves its workforce capabilities and capacities to support its policies and strategies and ensure the effectiveness of its processes.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Workforce Management • Workforce Engagement
Criteria 6	Criteria 7
<p>Process</p> <p>Process design affects the quality of products/services, as they are all produced/delivered through some sort of processes. Therefore, the Process criteria asks organisations to investigate their processes to support their policies and strategies and fully satisfy and generate incremental value for their customers and other stakeholders.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Process Management • Supply Network Management 	<p>Results</p> <p>Results Criteria is about what an organisation has achieved in all areas addressed in criteria 1 to 6.</p> <p>There are the following of the results:</p> <ul style="list-style-type: none"> • Leadership Result • Customer Result • Process Result • Workforce Result • Financial & Market