



MALAYSIA FRANCHISE AWARDS 2022

NOMINATION BRIEFING SESSION

 : 18th October 2022 (Tuesday)
 : 3.30 pm
 : www.mfa.org.my/awardbriefing



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**MALAYSIA FRANCHISE
AWARDS 2022**



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PROGRAM INFORMATION

**MALAYSIA FRANCHISE
AWARDS 2022**



Program : Malaysia Franchise Awards Dinner 2022
Date : 8 December 2022, Thursday
Time : 6.00 pm - 10.00 pm
Venue : Putrajaya Marriott Hotel, IOI Resort City
Target : 800 guests
VVIP : Prime Minister

AWARDS CATEGORY



MALAYSIA FRANCHISE AWARDS 2022



FRANCHISE SYSTEM CATEGORY

- Franchisor Of The Year
- Emerging Franchisor Of The Year
- Master Franchisee Of The Year
- Micro & Affordable Franchisee Of The Year

INTERNATIONAL FRANCHISOR CATEGORY

- International Franchisor Of The Year (Asia Pacific)
- International Franchisor Of The Year (Middle East)
- International Franchisor Of The Year (Europe)

FRANCHISEE CATEGORY

- Franchisee Of The Year
- Emerging Franchisee Of The Year
- International Franchisee Of The Year
- Emerging International Franchisee Of The Year
- Micro & Affordable Franchisee Of The Year

OPEN CATEGORY

- Best Innovation Franchise Ecosystem
- Best Employer Franchise ecosystem
- Best CSR Franchise ecosystem
- Best ESG Franchise Ecosystem

FRANCHISE SYSTEM CATEGORY

MALAYSIA FRANCHISE AWARDS 2022



FRANCHISOR OF THE YEAR

- This award is open for franchise system registered as a FRANCHISOR under Section 6, Franchise Act 1998 (Amendment 2012). Franchise business has been in operation for at least four (4) years. **Three (3) winners will be awarded under this category**

EMERGING FRANCHISOR OF THE YEAR

- This award is open for new franchise system registered as a FRANCHISOR under Section 6, Franchise Act 1998 (Amendment 2012). Franchise business has been in operation for at least 1 year and less than 4 years. **One (1) winner will be awarded under this category**

MASTER FRANCHISEE OF THE YEAR

- This award is open for franchise system registered as a MASTER FRANCHISEE under Section 6A, Franchise Act 1998 (Amendment 2012). Franchise business has been in operation for at least 4 years. **Three (3) winners will be awarded under this category.**

FRANCHISOR MICRO & AFFORDABLE OF THE YEAR

- This award is open for franchise system registered as a FRANCHISOR under Section 6A, Franchise Act 1998 (Amendment 2012). Franchise business has been in operation for at least 1 years. Franchise Package offered less than RM100,000

INTERNATIONAL FRANCHISOR CATEGORY

MALAYSIA FRANCHISE
AWARDS 2022



FRANCHISOR OF THE YEAR

- This award is open for homegrown franchise system registered as a FRANCHISOR under Section 6, Franchise Act 1998 (Amendment 2012). Franchise business has been in operation for at least 4 years.
- This award offered especially for homegrown franchisor that shows tremendous performance on in **EXPANDING** their business internationally.
- Asia Pacific, Middle East & Europe. Three (3) winners will be awarded under this category

FRANCHISEE CATEGORY

**MALAYSIA FRANCHISE
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Franchisee Of The Year

- This award is open for franchisee registered with homegrown system only. Franchise business has been in operation for at least 4 years.

Emerging Franchisee Of The Year

- This award is open for franchisee registered with homegrown franchise system only. Franchise business has been in operation for at least 1 year and less than 4 years and it is the first outlet.

International Franchisee Of The Year

- This award is open to the Franchisee to Foreign Franchise Brand. Franchise business has been in operation for at least 4 years.

Emerging International Franchisee of The Year

- This award is open for franchisee to Foreign Franchise Brand. Franchise business has been in operation for at least 1 year and less than 4 years and it is the first outlet.

Franchisee Micro & Affordable Of The Year

- This award is open for franchisee to homegrown system only. Franchise business has been in operation for at least 1 year and it is the first outlet. Franchise Package signed less than RM100,000.

OPEN CATEGORY

MALAYSIA FRANCHISE AWARDS 2022



BEST CSR FRANCHISE ECOSYSTEM

- This category open to all Valid MFA members. CSR activities may include but not limited to education, environment, culture and heritage, community and social welfare, empowerment of women and opportunities for people with disabilities.
- Develop organization/company in relation to CSR or contribution to the community and environment for sustainability. Spread the organization's/company's policy to employees and external parties and involves them in achieving the goals.

BEST EMPLOYER FRANCHISE ECOSYSTEM

- This category open to all Valid MFA members. Franchise business has been in operation for at least 3 years, with audited accounts for year 2019, 2020 and 2021. The award winner in 2020 and 2021 is not qualified to submit the nomination form

BEST INNOVATION FRANCHISE ECOSYSTEM

- This category open to all Valid MFA members. The innovation that will be contested may include product innovation or service innovation or a combination of which have been implemented in Malaysia only. The innovation must be implemented in business operations in 2021.

OPEN CATEGORY

**MALAYSIA FRANCHISE
AWARDS 2022**



BEST ESG EFFORT FRANCHISE ECOSYSTEM

- This category open to all Valid MFA members. Each criterion of ESG plays an important role in the effort to increase focus on sustainable and ethical investments.
- Environmental factors involve how much an organization considers the protection of natural resources such as Air and water quality, Biodiversity, Energy performance & Waste management and pollution.
- Social factors address how an organization treats people around like Community relations, Customer satisfaction, Data protection and privacy policies and efforts and Employee diversity, equity and inclusion.
- Governance examines how a corporation polices itself, focusing on internal system controls and practices to maintain compliance. Governance also focuses on transparency, industry best practices, organization management and associated growth initiatives

MALAYSIA FRANCHISE AWARDS 2022



FRANCHISE OF THE YEAR

- The best winner from Franchise System, Franchisee and Open Categories.
- Selection committee will decide the winner.

ASSESSMENT



EVALUATION PANEL

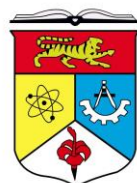
MALAYSIA FRANCHISE AWARDS 2022



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN HAL EHWAL PENGGUNA



KEMENTERIAN PEMBANGUNAN
USAHAWAN DAN KOPERASI



ASSESSMENT COMPONENT

Franchise System Category

**MALAYSIA FRANCHISE
AWARDS 2022**



LEADERSHIP

- Develop & communicate the organisation's vision, mission statement and core values
- Develop, deploy and evaluate organisation policies in relation to the corporate governance and contribution to the community

INPUT

- Primary stakeholders
- People
- Franchisee/Prospective Franchisee
- Customer

SYSTEM

- Planning
- Franchisee Management (Delivery & Support)
- Customer
- Information

OUTCOME

- Business Performance
- Franchisee Development
- People
- Customer
- CSR

ASSESSMENT COMPONENT

International Franchisor Category

MALAYSIA FRANCHISE
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- INTERNATIONAL FRANCHISEE GROWTH
- INTERNATIONAL OUTLET GROWTH
- INTERNATIONAL SALES GROWTH

ASSESSMENT COMPONENT

Franchisee Category

**MALAYSIA FRANCHISE
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LEADERSHIP

- Subscribe to the franchise business vision, mission statement and core values
- Communicate the vision, missions and core values to stakeholders, employees and customer
- Practicing and behave accordingly as in the policy and core values subscribe in the franchise Business
- Permeates a culture that is consistent with the franchisor organisation values, which support innovation, learning and achievement of the organisation objectives

INPUT

- Primary stakeholders
- People
- Customer

SYSTEM

- Planning
- System Compliance
- Customer
- Information

OUTCOME

- Business Performance
- People
- Customer

ASSESSMENT COMPONENT

Open Category

Best CSR - Franchise Ecosystem

MALAYSIA FRANCHISE
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1. Expected Outcomes (What did you hope to achieve?)
2. Project Details
 - ✓ Impact on Community/Society
 - ✓ Sustainability of the Programme
 - ✓ Management and Staff Involvement
 - ✓ Community Involvement
3. Implementation
 - ✓ How was this project implemented?
 - ✓ What was its coverage in terms of community participation?
 - ✓ What was the time period of the project?
4. Percentage of Profits before Tax spent on CSR projects.

ASSESSMENT COMPONENT

Open Category

Best Employer Franchise Ecosystem

MALAYSIA FRANCHISE AWARDS 2022



- Policy, program and action to improve workplace condition.
- Policy, program and action to improve employees' benefits.
- Policy, program and action to engage employee with organization or company.
- Quantity and quality of HR practices within the organization or company.
- Effective documentation of the company's best employee practices

ASSESSMENT COMPONENT

Open Category

Best Innovation Franchise Ecosystem

MALAYSIA FRANCHISE
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- Originality of the idea.
- Capability of the franchise innovation in assisting problem solving and/or improving business performance.
- Franchise innovation impact to the organization, customer or key stakeholders of the organization or company.
- Value generated from the franchise innovation such as patent, copyright, trademark, licensing, financial value, potential market, etc.

TERMS & CONDITIONS



TERMS & CONDITIONS

**MALAYSIA FRANCHISE
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- ☐ Nominations will be disqualified if the Terms and Conditions and entry requirements are not met.
- ☐ Nominations that are incomplete and/or received post-deadline will be rejected.
- ☐ If any information, document, and report provided by the nominees is subsequently discovered to be fraudulent or false or if there is a material misstatement or omission, the nomination will be disqualified. The organizer has an authority to revoke any award given if there is any information, documentation and report is not valid.
- ☐ The organizer may request further information, documentation and report or make visits to authenticate the information, documentation and information provided. Nominees should be prepared to make the information, documentation, and report available if necessary.

TERMS & CONDITIONS

**MALAYSIA FRANCHISE
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- ☐ The Nomination Form must be signed off by the designated duty authorized officer of the company.
- ☐ All submitted materials will not be returned and shall remain the property of the organizer.
- ☐ The organizer will not be responsible for nomination damaged or lost through the post or electronic email. Proof of posting is not proof of receipt.
- ☐ The organizer reserves the right to use company's general information and company's logo provided by the nominees alike in all publications related to the Awards.
- ☐ All information, documentation and report will be treated as private and confidential and will not be disclosed to any party.

TERMS & CONDITIONS

MALAYSIA FRANCHISE AWARDS 2022



- ☐ The organizer has set a standard of awards evaluation and quality for each competing category. Therefore, the organizer has the right to with hold the award for the year if there is no qualifying nominee.
- ☐ Only the finalists and the winners of the awards will be announced during the Malaysia Franchise Awards Night 2022. Finalists are advised to reserve their table(s) or seat(s) for the event.
- ☐ The organizer's decision is final. No appeal will be entertained. The nominees shall not resort to court proceedings to review the organizer decision.

TIMELINE

The background is a solid black field. Two large, sweeping, curved trails of fine golden particles or dust extend from the left and right edges towards the center, framing the central text. The particles are most concentrated along the curves, creating a sense of motion and depth.

TIMELINE

MALAYSIA FRANCHISE AWARDS 2022



NO	ACTIVITIES	DATE
1	Nomination Open	11 Oct 2022
2	Nomination Closed	31 Oct 2022
3	Shortlisted Notification	07 Nov 2022
4	Assesment Start	14 Nov 2022
5	Assesment End	25 Nov 2022
6	Finalist Annoucement & Press Conference	28 Nov 2022
7	Franchise Awards Night 2022	08 Dec 2022



NOMINATION GUIDE