



MALAYSIA FRANCHISE AWARDS
EST 1997

Nomination Briefing session

7 March 2024

**Gloria Jean's Coffees, Menara Pernas
Bangsar**

01

PROGRAM INFORMATION



Program Information



Program : Malaysia Franchise Awards Dinner 2024
Date : 29 May 2024, Wednesday
Time : 6.00 pm - 10.00 pm
Venue : Grand Ballroom, KLCC, Kuala Lumpur
VVIP : Deputy Prime Minister

GENUINE, EXCEPTIONAL, PRESTIGIOUS

Malaysia Franchise Awards 2024 Committee Structure



**TECHNICAL
COMMITTEE**



**PANEL OF
ASSESSOR**



**SELECTION
COMMITTEE**

Technical Committee

Chaired by the Director of Malaysia Franchise Awards 2024.

Determine the entry requirement and nomination qualification.

Improving the nomination form.

Developing and improving the judging criteria, the assessment form and criteria for marking scheme.

Conducting quantitative assessment from the nomination submitted (Franchise system & franchisee).

Evaluating score by participated company (International Franchisor & Media category) and proposing the winners.

Recommending recipients for Special Appreciation.

Conducting early nomination selection and shortlisting final candidate.



Members from UKM,
UMPSA, MPC, MyCC & MFA

Panel of Assessors

- Panel of assessors are appointed based on a name proposed by agencies and selected lecturers from universities.
- Each award will be assessed by minimum of three assessors from different entities with a lead assessor.
- Each assessor will be required to sign the Non-Disclosure Agreement.
- Director of Malaysia Franchise Awards 2024 does not involve as Panel of Assessor.
- Conducting qualitative assessment (audit) based on the assessment form developed by the Technical Committee.
 - Franchise System & Franchisee Category.
- Assessing presentation by company.
 - ESG, Open & Media category.
- Recommending list of winners to Selection Committee.

Panel of Assessors



Kementerian Perdagangan Dalam Negeri
dan Kos Sara Hidup
(KPDN)

Kementerian Pembangunan Usahawan
Dan Koperasi
(KUSKOP)



Selection Committee

- Chaired by the Director of Malaysia Franchise Awards 2024.
- Members are top management executives nominated by top management of KUSKOP, KPDN, MATRADE, MPC, MYCC, MYIPO, HDC, PERNAS, SME BANK, SSM, & SIRIM.
- Members for Selection Committee do not involve as Technical Committee members or Panel of Assessors.
- Discussing the final candidates recommended by Panel of Assessors.
- Discussing any regulatory and integrity issues related with the final candidates.
- Selecting and recognizing the winner for each award.



02

AWARDS CATEGORY

Awards Category

1. FRANCHISE SYSTEM CATEGORY

- Franchisor Of The Year
- Emerging Franchisor Of The Year
- Master Franchisee Of The Year

2. INTERNATIONAL FRANCHISOR CATEGORY

- International Franchisor Of The Year
- Emerging International Franchisor Of The Year

3. FRANCHISEE CATEGORY

- Single-Unit Franchisee Of The Year (New Award)
- Multi-Unit Franchisee of The Year (New Award)
- Single-Unit International Franchisee Of The Year (New Award)
- Multi-Unit International Franchisee of The Year (New Award)
- Emerging Franchisee Of The Year
- Emerging International Franchisee Of The Year

FRANCHISE OF
THE YEAR

4. OPEN CATEGORY

- Best Franchise Employer
- Best Franchise Innovation
- Best Franchise Partner

5. ESG CATEGORY

- Best Sustainability Franchise
- Best Franchise CSR
- Best Franchise Governance

6. MEDIA CATEGORY

- Best Franchise Journalist
- Best Franchise Social Media
- Best Franchise Article

Franchise System Category

FRANCHISOR OF THE YEAR

- This award is open for franchise system registered as a **FRANCHISOR** under Section 6, Franchise Act 1998 (Amendment 2020). Franchise business **has been in operation for at least 3 years.** One (1) winner 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 2020). Franchise business **has been in operation for at least 1 year and less than 5 years.** One (1) winner will be awarded under this category. **Previous winners are not qualified to submit the nomination form.**

MASTER FRANCHISEE OF THE YEAR

- This award is open for franchise system registered as a **MASTER FRANCHISEE** under Section 6A, Franchise Act 1998 (Amendment 2020). Franchise business **has been in operation for at least 3 years.** One (1) winner will be awarded under this category .

International Franchisor Category

INTERNATIONAL FRANCHISOR OF THE YEAR

- This award is open for homegrown franchise system registered as a **FRANCHISOR** under Section 6, Franchise Act 1998 (Amendment 2020). Franchise business **has been in operation for at least 5 years.** This award is offered especially for **HOMEGROWN FRANCHISOR** that shows tremendous performance in **EXPANDING** business internationally. **One (1) winner will be awarded under this category.**

EMERGING INTERNATIONAL FRANCHISOR OF THE YEAR

- This award is open for homegrown franchise system registered as a **FRANCHISOR** under Section 6, Franchise Act 1998 (Amendment 2020). Franchise business **has been in operation for less than 5 years.** This award is offered especially for **HOMEGROWN FRANCHISOR** that shows tremendous performance in **EXPANDING** business internationally. **One (1) winner will be awarded under this category. Previous winners are not qualified to submit the nomination form.**

Franchisee Category (New Award)

SINGLE-UNIT FRANCHISEE OF THE YEAR

- This award is open for FRANCHISEE registered with homegrown system only. Franchise business has been in operation for at least 3 years and owns a single outlet.

MULTI-UNIT 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 3 years and owns more than one outlet.

SINGLE-UNIT INTERNATIONAL FRANCHISEE OF THE YEAR

- This award is open for FRANCHISEE registered with foreign franchise brand only. Franchise business has been in operation for at least 3 years and owns a single outlet.

MULTI-UNIT INTERNATIONAL FRANCHISEE OF THE YEAR

- This award is open for FRANCHISEE registered with foreign franchise brand only. Franchise business has been in operation for at least 3 years and owns more than one outlet.

Franchisee Category

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 5 years.
- Previous winners are not qualified to submit the nomination form.

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 5 years.
- Previous winners are not qualified to submit the nomination form.

ESG Category

BEST FRANCHISE SUSTAINABILITY

- This category **open to all franchise systems in Malaysia, either franchisor, master franchisee or franchisor/see to foreign brand**. Sustainable franchise activities may include but not limited to source of energy, raw materials, processing technology, green product, deliveries, green marketing, impact to the customers, and the impact to the society and country. **The sustainable program and activities must be implemented in 2023.**

BEST FRANCHISE CSR

- This category **open to all franchise systems in Malaysia, either franchisor, master franchisee or franchisor/see to foreign brand**. CSR activities address how a company treats external stakeholders such as customer, suppliers and community members and internal stakeholders such as employees. CSR may include but not limited to fair pay for employees, diversity, equity and inclusion programs, education, culture and heritage, community and social welfare, empowerment of women and opportunities for people with disabilities. **The CSR activities must be implemented in business operations in 2023.**

BEST FRANCHISE GOVERNANCE

- This category **open to all franchise systems in Malaysia, either franchisor, master franchisee or franchisor/see to foreign brand**. Franchise governance may include how a company developing and focusing policies on internal monitoring, controls, and practices to maintain compliance with world and government regulations, have industry best practices and corporate policies. **The award winner in 2023 is not qualified to submit the nomination form.**

BEST FRANCHISE EMPLOYER *Open Category*

- This category **open to all franchise systems in Malaysia, either franchisor, master franchisee or franchisor/see to foreign brand**. Franchise business has been in operation for at least 3 years, with audited accounts for year 2020, 2021 and 2022. **The award winner in 2021, 2022, and 2023 are not qualified to submit the nomination form.**

BEST FRANCHISE INNOVATION

- This category **open to all franchise systems in Malaysia, either franchisor, master franchisee or franchisor/see to foreign brand**. 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 2023**. **Previously submitted innovations are not qualified.**

BEST FRANCHISE PARTNER

- This category **Open To All Valid MFA Members, Not For Franchisor, Master Franchisee Or Franchisee, But Open To Support Institution, Consultancy Firm, Lawyers, Suppliers, And Training Provider**. Franchise activities may include but not limited to training and development, consultancy, legal activities such as franchise registration, publicity, and significant contribution to the franchising industry in Malaysia. **The activities or contribution must be implemented in 2023.**

Media Category

BEST FRANCHISE JOURNALIST

- This category open to all journalist in Malaysia. Journalist must provide the evidence of their **contribution to the franchising industry in Malaysia in 2023.**

BEST FRANCHISE SOCIAL MEDIA

- This category open to all residents in Malaysia. The Social Media account can be registered with Facebook, Instagram, Twitter or TikTok or other social media platform. **The contents must be posted/shared in 2023.**

BEST FRANCHISE ARTICLE

- This category open to all residents in Malaysia. The article can be published in newspaper, periodicals, magazines, and social media and **must be published in 2023.**



FRANCHISE OF THE YEAR

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

03

ASSESSMENT



Assessment Structure Franchise System

QUANTITATIVE ASSESSMENT

(30%)

- Outlet Growth
- Franchisee Growth
- Sales Growth
- Employee Growth (new element)
- Involvement with MFA
- Outlet closure will be penalised

QUALITATIVE ASSESSMENT

(70%)

- Leadership
- Input
- System
- Outcome

Assessment Component Franchise System

LEADERSHIP (10%)

- 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 (20%)

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

SYSTEM (50%)

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

OUTCOME (20%)

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

New element – Integrity

Assessment Component International Franchisor

- INTERNATIONAL FRANCHISEE GROWTH
- INTERNATIONAL OUTLET GROWTH
- INTERNATIONAL SALES GROWTH
- INTERNATIONAL EMPLOYEE GROWTH

Assessment Component

Franchisee - Emerging/Single Unit

LEADERSHIP (15%)

- 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 (25%)

- Primary stakeholders
- People
- Customer

SYSTEM (40%)

- Planning
- System Compliance
- Customer
- Information

OUTCOME (20%)

- Business Performance
- People
- Customer

Assessment Component

Franchisee - Multi-Unit

LEADERSHIP (25%)

- 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 (25%)

- Primary stakeholders
- People
- Customer

SYSTEM (35%)

- Planning
- System Compliance
- Customer
- Information

OUTCOME (15%)

- Business Performance
- People
- Customer

Assessment Component

ESG- Best Franchise Sustainability

- The organisation has developed and aligned their strategies, policies and programmes with national and international sustainability frameworks and guidelines. (20%)
- The organisation has developed, promoted and evaluated the effectiveness of initiatives in promoting a culture of sustainability within the organisation. (15%)
- The organisation has developed and assessed the significance and credibility of programmes and/or certifications for sustainable performance. (15%)
- The organisation has promoted and evaluated the impact of its sustainable policies and practises on customers, society, and the country. (20%)
- The organisation has demonstrated the best practices to develop a competitive advantage based on sustainable issues. (20%)
- The organisation has established strong collaboration with key stakeholders on sustainability issues. (10%)

Assessment Component

ESG - Best Franchise CSR

- The organisation has successfully developed and integrated its core businesses and strategies with the needs and interests of the communities and key stakeholders. (15%)
- The organisation has conscientiously assessed the impacts of its CSR initiatives on customers, suppliers, community members, and internal stakeholders. (20%)
- The organisation conducted a thorough assessment, analysing employee feedback and stakeholder concerns while actively involving employees in decision-making and promptly addressing raised concerns. (15%)
- The organisation has implemented policies and programmes to foster diversity, equity, and inclusion within its community (i.e., initiatives for social welfare, women's equality, discrimination, and supporting individuals with disabilities). (20%)
- The organisation has thoroughly assessed and reviewed its policies and programs to strengthen relationships with the community and stakeholders (i.e. education, culture and heritage, community and social welfare, empowerment of women and opportunities for people with disabilities). (15%)
- The organisation has meticulously analysed and enhanced the impact of its CSR initiatives on both internal and external stakeholders. (15%)

Assessment Component

ESG - Best Franchise Governance

- The organisation has well-defined and documented incentive which are aligned with stakeholder expectations. (10%)
- The organisation has established policies, programmes, and actions that promote transparency and accountability. (10%)
- The organisation has a clearly defined process for selecting board members, considering their qualifications, competency, and diversity. (15%)
- The organisation has well-documented policies and procedures for determining top and senior management compensation. (10%)
- The organisation adheres to principles of business integrity, avoiding deceptive or misleading financial practises. (15%)
- The organisation has a comprehensive system to identify, assess, and manage legal and regulatory requirements. (10%)
- The organisation has clear policies that promote ethical business and anti competitive policies among employees and stakeholders. (10%)
- The organisation has established policies and procedures to prevent corruption, bribery, conflicts of interest and political contribution activities. (10%)
- The organisation has risk management policies to prevent any unexpected outcome. (10%)

Assessment Component

Open - Best Franchise Employer

- The organisation has well-developed **human resource planning**. (10%)
- The organisation has developed policy, program and action to **improve workplace condition** (i.e. impact to employees' productivity, disable friendly facilities, work life balance issue). (15%)
- The organisation has developed policy, program and action to **enhance workplace health and safety** issues. (10%)
- The organisation has provided policies and facilities related to **Education, Training & Development of Employees** (i.e. Budget, activities, KPI). (20%)
- The organisation has policy, program and action to engage employee in order to **enhance their job satisfaction and organisational commitment**. (15%)
- The organisation has sufficient **quantity and quality of HR practices** within the organisation (i.e. employees feedback mechanism, employees average in 2021 and 2022 employees turnover in 2022 and data protection and privacy policies). (15%)
- The organisation has policy, program and action to **improve employees' benefits** (i.e. Financial remuneration, leave & rest policies and employees assessment and recognition). (15%)

Assessment Component

Open - Best Franchise Innovation

Introduction (30%)

- Background of innovation
- Originality of the innovation
- Objectives of the innovation
- Innovation development time frame
- Employee involvement

Capability (30%)

- Improve operational efficiency
- Increase productivity level
- Enhance collaboration and partnership
- Improve customer satisfaction
- Improve business monitoring

Contribution (Example) (40%)

- Simplify internal business process
- Improve business performance
- Enhance business stability and growth
- Expand market share
- Solve industry/community problem
- Impact to the national policies

Assessment Component

Open - Best Franchise Partner

- **Quantity of involvement (30%)**
 - Number of activities involving the players of the franchise industry
 - Number of activities organised with the players of the franchise industry
 - Number of organisations that the entity is working/partnering with
- **Quality of involvement (30%)**
 - Record of supporting a culture of collegiality among the peers in the franchise industry
 - Demonstration of partnership and relationship building to support the development of players in the franchise industry
 - Overall positive impact given to the franchise industry
- **Contribution to the franchising industry in Malaysia (40%)**
 - Contribution to the MFA knowledge-wise, and networking-wise AND/OR
 - Contribution to Government policies through advisory knowledge and refinement of policy AND/OR
 - Contribution to the franchising industry financially, knowledge-wise, and networking-wise AND/OR
 - Contribution to the general public through educating and providing awareness about the local franchise industry

Assessment Component

Media Category - Best Franchise Journalist

Quantity (30%)

- Numbers of Article/News/Headlines);
- Publication Platforms (i.e. TV/Radio/Website/Social Media)

Quality (30%)

- Average number of words/Duration of publication
- Number of readers/views/shares/likes/comments

Contribution (40%)

- Impacts on government policies
- Impacts on industry

Assessment Component

Media Category - Best Franchise Social Media

Quantity (30%)

- No. of posts.
- Posting Platforms (i.e. Facebook, Instagram, Tik Tok etc.).
- Number of followers/visits/views/likes.

Quality (30%)

- Content relevance.
- Message consistency.

Contribution (40%)

- Audience engagement- Shares/Comments.
- Impacts to the industry.

Assessment Component

Media Category - Best Franchise Article

Writing Style (30%)

- Clarity of write up
- Structure and organisation
- Audience appropriateness
- Consistency and cohesion

Quality (30%)

- Originality
- Inclusion of examples and evidences
- Well-researched
- Accurate Information
- Relevance
- Publishing platform (i.e. Journal, newspaper, periodicals, magazines, and social media)

Contribution (40%)

- Promoting best practices
- Inspiring content
- Encouraging collaboration
- Informing policy and regulation



04

TERMS & CONDITIONS

TERMS & CONDITIONS

- ❑ 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

- 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

- ❑ 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 2024**. 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.

05

TIMELINE



TIMELINE

NO.	ACTIVITIES	DATE
1	Nomination Open	06 Feb 2024
2	Nomination Closed	05 April 2024
3	Shortlisted Notification	19 April 2024
4	Assessment Start	22 April 2024
5	Assessment End	10 May 2024
6	Finalist Announcement	17 May 2024
7	Franchise Awards Night 2024	29 May 2024

THANK YOU

