



MALAYSIA CANADA BUSINESS COUNCIL
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MCBC 6th Business Excellence Awards 2010 AWARD NOMINATION GUIDELINES

Industry Excellence for Franchisors

The MCBC 6th Business Excellence Awards 2010 are designed to recognize achievements and contributions of successful businesses in Malaysia. The awards will be presented at an awards dinner gala on November 10, 2010. Winners will receive an award trophy and must agree to be featured in MCBC's magazine, "The Bridge".

This award is given to a franchisor that has built a stable, recognised, and trusted franchise brand. It will also demonstrate a high level of competency, development, expansion potential and growth.

Criteria

The criteria for this category are as follows:

- ✦ The franchisor has implemented a scalable and robust structure plan in the local/global marketplace and has proven to be a profitable and viable franchise
- ✦ The franchisor has good business practices and has shown a capability of delivering timely and consistently good quality products/services to the marketplace
- ✦ The franchisor has expanded with an increased number of successful franchisees over several years
- ✦ The franchisor has shown flexibility in implementing its business plan and adapting to changing marketplace demands and trends.
- ✦ The franchisor is committed to support and motivate its franchisees to increase quality and productivity
- ✦ The franchisor adopts a feedback system to track and measure customer satisfaction and outlet performance in a consistent and objective way
- ✦ The franchisor provides excellent customer service at all levels of the organisation through training & continuous communication with franchisees/employees
- ✦ The franchisor has shown corporate responsibility and promoted social well-being to franchisees and customers
- ✦ The franchisor has demonstrated uniqueness in the concept or implementation of the product/service/system

Nomination package requirements

Your nomination package should include the following:

- ✦ Completed questionnaire
- ✦ Application fee
- ✦ Current company literature or brochures
- ✦ Photos, videos, or other graphic items in print and soft copy. Preferred file formats are: MS Word for documents; EPS, AI, or high-resolution JPEG for graphics; AVI or MPEG for video
- ✦ Soft copy of the company's logo in EPS format with fonts outlined for use in PowerPoint presentations, banners, and publications
- ✦ Anecdotal evidence/examples of business excellence during the past two years of operation

Award Rules

Nominations are open to any successful Canadian/Malaysian franchisor registered with the Registrar of Franchise, Ministry of Entrepreneur and Cooperative Development, including members of the Malaysia Canada Business Council.

The nominations will be judged by an independent selection committee established by the MCBC. The Committee will be endorsed by the MCBC Board of Governors and will comprise the President of the MCBC, the BEA Chairman, a senior representative from the Canadian High Commission, the MCBC Executive Director, MCBC members-at-large, and high profile Malaysian industry players.

The selection committee reserves the right to not present an award in any of the advertised categories. The decisions of the selection committee will be final and no appeals will be considered.

MCBC 6th BUSINESS EXCELLENCE AWARDS 2010

Industry Excellence for Franchisors – Award Nomination Form

Please complete this form and return it to the MCBC along with any supplementary material that is deemed appropriate for this submission. Any information you provide is considered confidential, will not be shared outside of MCBC, and will only be used for the purpose of considering a Business Excellence Award. If you require more space for your answers, you may attach separate sheets to this form.

1. Basic information

A: Nominee information

Company name:	
Business address:	
City:	
State / Province:	
Postal code:	
Country:	
Telephone no.:	
Fax no.:	
Email:	
Website:	
Head office location:	
Same address?	Yes No
Head office address:	
City:	
State / Province:	
Postal code:	
Country:	
No. employees:	In Canada: In Malaysia:
Attach a copy of your latest audited financial statements and corporate profile or annual report	

2. Background

Please provide a brief history of your company and its business activities. (Max. 200 words)

3. Growth

Please provide information on your company's growth in the past two years of operation (e.g. sales growth, increase in the number of franchise outlets, increase in number of employees, and introduction of new branches, processes, products or services).

4. Achievements

List significant events related to your company and the industry that warrants the submission of your application.

5. Contribution

Please outline ways that your company has contributed to Malaysian economic growth through your initiatives in the franchise industry in 2009 specifically, and since 2008 generally.

6. Industry leadership

How has your company demonstrated, through measurable or identifiable achievements, excellence and leadership in the franchise Industry?

7. Social contribution

Indicate ways in which your company has contributed to the community in the past year.

8. Management leadership

Describe how the senior management of your firm guides the company through its overall development for continuous improvement at all levels of operation.

9. Strategic planning

Describe how your company establishes its strategic objectives for overall planning with respect to challenges, and how it implements these objectives for continuous improvement.

10. Marketplace & stakeholder focus

Describe how your company manages the divergent requirements of targeting customer satisfaction, stakeholder interests and staff welfare to achieve balanced corporate objectives.

11. Human resources

Describe how your company encourages, enables, and solicits its employees to contribute to the achievement and success of its corporate and social objectives.

12. Performance measures

Describe how your company measures overall performance and how it rewards staff/franchisees to enhance the overall value of the products or services offered to customers.

13. Any other information

Please include any other information you would like to add that has not been covered elsewhere to substantiate this nomination for the Industry Excellence for Franchisors award.

This submission form must be signed by a senior executive (with signing authority) of the nominated company.

I hereby certify that the above information contained in this submission is accurate and correct.

Name:

Position:

Company:

Signature:

Date:

Deadline for submissions: September 20, 2010

Awards Dinner Gala

Executives from the winning companies will be recognized by their peers and colleagues at the MCBC 6th Business Excellence Awards 2010 Dinner Gala at the Sunway Hotel & Spa Grand Ballroom, Petaling Jaya, on **November 10, 2010**.

Submission deadline

Nominations for the MCBC 6th Business Excellence Awards 2010 will be accepted through to **September 20, 2010**.

Additional recognition in The Bridge magazine

Winners will be recognized at the Awards Dinner Gala and will be featured in the **December 2010** issue of MCBC's magazine, "The Bridge".

Completed nomination forms should be mailed or hand delivered, along with the application and application fee, to:

Malaysia Canada Business Council (MCBC)

56-2, Jalan 27/70A, Desa Sri Hartamas, 50480 Kuala Lumpur

For questions regarding the MCBC 6th Business Excellence Awards 2010, please contact MCBC's Executive Assistant Ms. Min Rahim.

Email: mcbc@malaysia-canada.com / Phone: +603 2300 1241

Website: www.malaysia-canada.com