



B R A N D



Growing your company brand!

www.mtc.com.my/branding

MTC INDUSTRY BRANDING PROGRAMME - Brand Audit & Coaching

1. ABOUT /OVERVIEW

- The MTC Industry Branding Programme - Brand Audit & Coaching aims to assist Malaysian timber industry players in provide analysis of your company/brand positing in market enables you to spot your business strengths, opportunities, and areas of improvement.
- Under the programme, a brand agency will be selected and help the company to discover and understand present brand health and positioning in the market to embark on their branding journey.
- If you did not have any brand strategy yet, this programme will help you to develop your very first amazing brand plan!
- Grab the amazing opportunities to have a brand expert coach you on your brand activation by opting for Package 2.

2. PANEL OF BRAND AGENCIES

a) Fusion Brand Sdn Bhd

- Established in 2003, Fusion Brand is a multi cultural brand consultancy that makes obscure businesses become brands.
- Clientele include Tourism Malaysia, SME Bank, Malaysia Productivity Corporation, Aquaraya, Amanahraya etc.

b) Brand 360 Degree Sdn Bhd

- Established in 2007, a boutique brand agency that helps you build your brand.
- Clientele include Ekuiti Nasional Berhad, VISTAGE, MDEC, Clayton, Ngan Yin peanuts, etc.

3. PACKAGE OFFERED

- Let's have a brand expert from Fusion Brand or Brand 360 help you with your brand journey. The package offered are as follows:

a) Package 1: Brand Audit & Report

- ▶ Participation fees of RM 1,000.00.
- ▶ Recommended for companies that run their own brand, either company brand or product brand.
- ▶ Brand consultant will provide brand audit as, not limited to:
 - o Current brand position;
 - o Brand value;
 - o Brand gaps; and
 - o Recommendation action.

b) Package 2: Brand Audit, Report & Crash Coaching Session

- ▶ Participation fees of RM 1,500.00.
- ▶ Recommended for companies that wish to undergo a 1-to-1 branding crash coaching session post-brand audit or have yet to have any form of brand strategy and want to have a brand startup.
- ▶ Brand consultant will provide brand audit and coaching as, not limited to:
 - o Brand start-up;
 - o Recommendation action; and
 - o Crash coaching session (maximum spans of 2 months).

4. DURATION OF THE PROGRAMME

- 3 months from the appointment date of the consultant to your company.

5. APPLICATION

- To register, kindly apply through the e-form at <https://mtc.com.my/branding> or scan the QR Code:



6. REGISTRATION DEADLINE

Tuesday, 30 August 2022.

For further enquiries and information, please contact:
Mr. Saifullah Ismail at saifullah@mtc.com.my or +6017-3536425



MTC INDUSTRY BRANDING PROGRAMME – BRAND AUDIT & COACHING

TERMS AND CONDITIONS (T&C)

Participation Fee

1. A Participation Fee to participate in this programme subject to the choice of package listed below:
 - a) **Package 1 - Participation Fees at RM1,000.00 per company; or**
 - b) **Package 2 - Participation Fees at RM1,500.00 per company**
2. The Applicant Company shall pay the participation fee to MTC latest by **Tuesday, 30 August 2022.**

Application

3. Application is open to timber-based companies on the following Terms and Conditions (T&C):
 - i. The Applicant Company shall be officially registered and based in Peninsular Malaysia.
 - ii. The Applicant Company shall be a member of any one of the following six (6) Timber Associations:
 - a. Malaysia Wood Industries Association (MWIA);
 - b. The Timber Exporters' Association of Malaysia (TEAM);
 - c. Malaysian Panel-Products Manufacturers' Association (MPMA);
 - d. Malaysian Wood Moulding & Joinery Council (MWMJC);
 - e. Malaysian Furniture Council (MFC); and
 - f. Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs (PEKA).
4. Applicant Company's products must be made in Malaysia or finished in Malaysia (if imported parts and components are used). Products' timber content of the completed product must be at least 30% timber for furniture and 70% timber for timber products other than furniture, by visual inspection and/or by declaration.
5. To be eligible to participate, the Applicant Company must forward either by email or courier copies of the following coloured scanned documents to reach MTC before the deadline in the application form, **Tuesday, 30 August 2022:** -
 - i. Completed Online Application Form at <https://mtc.com.my/branding>;
 - ii. Signed Terms and Conditions;
 - i. Duly completed Company Self-Declaration Form of comparison between timber vs non-timber material.
 - ii. Certified true copy by Company Director/Company Secretary/Chartered Accountants/Commissioner of Oaths of the following documents:
 - Incorporation of Company Certificate;
 - Annual Return of Company or Section 68 as per Companies Act 2016 – The latest two years;
 - Audited Financial Report - The latest two years;

- Form 24 and 49 as per the Companies Act 1965 or Section 58 and 78 as per Companies Act 2016
- iii. Company's documents to be signed and stamped in blue, red, or black ink
- iv. Coloured photos of products and/or company product brochure(s);
- v. Proof of payment of the participation fee via online transfer to this account:

Malaysian Timber Council
Public Islamic Bank
3818221412

Panel of Brand Agencies

- 6. Brand 360 and Fusion Brand have been appointed as the brand agencies for the programme. Participants will work directly with only one of them for their brand audit programme.
- 7. The brand agency will provide consultation and coaching to the timber and furniture companies in accordance with the Programme's scope as follows:

Analyse	<ul style="list-style-type: none"> • Identify the brand position of the companies. • Identify the brand problem and issues faced by the companies. • For a company that does not have any brand initiative, the brand agencies will implement a thorough analysis to the applicant company and seek for alteration, amendment, and recommend action to kick start their branding journey.
Report	<ul style="list-style-type: none"> • Provide a brand audit report showing the company brand position and the recommendations to enhance their branding strategies. • The report shall cover the following area but are not limited to: <ul style="list-style-type: none"> – Current brand position; – Brand value; – Brand gaps; and – Recommendation action <ul style="list-style-type: none"> ○ to boost their brand positioning; or ○ to build brand from scratch (applicable to company who do not have a brand)
Crash Coaching Session (Only for Package 2)	<ul style="list-style-type: none"> • Provide training to the companies to understand and learn to manage their branding efficiency. (In a maximum span of two months) • All coaching, consulting & training to be conducted remotely via phone call, online conference, emails etc. • Participant who receives the coaching session shall receive a comprehensive brand audit report that includes, but is not limited to: <ul style="list-style-type: none"> – How to build your startup's brand; and – Recommendation action to boost their brand positioning.

Financial Incentive

8. MTC's financial incentive only applies to all timber-based companies or their subsidiaries from their related group of companies that participate in MTC Industry Branding Programme – Brand Audit & Coaching. As part of MTC's initiative to assist the industry post COVID-19 pandemic, the Programme will be exempted from MTC Financial Incentive Guidelines (formerly known as MTC Graduation Policy). This special arrangement is only applicable for the year 2022.
9. Approval is subject always to the availability of funds.
10. Selection of Applicant Company would be on a first-come, first-served basis and other considerations, and is subject to the approval of MTC's Management.
11. Applicant Company would be notified of the status of their application and the assigned Brand Agency through e-mail provided in the application form.
12. To be eligible for this incentive, the Applicant Company must work only with one of MTC's appointed panel of consultants.
13. The Agency will liaise directly with the companies on the audit and coaching sessions.

Other Applicable Guidelines

14. Applicant Company shall abide by all the T&C and any written directions given by MTC from time to time.
15. The invalidity, illegality, or unenforceability of any of the provisions of these T&C shall not affect the validity, legality, and enforceability of the remaining provisions of these T&C.
16. In the event of a breach or threatened breach of any of the foregoing representation and T&C by the Applicant Company, MTC reserves the right at its sole discretion and without admission of any liability, to change, suspend, or discontinue temporarily or permanently, the Incentive to the Applicant Company at any time without any prior or further notice to the Applicant Company.
17. MTC reserves the right to amend the T&C of this Programme at any time without any prior notice.
18. Applicant Company shall be guided by the Frequently Asked Questions (FAQs) as per Appendix 1 attached herein.

Audit

19. MTC, or a person(s) appointed by MTC will conduct a random audit at the premise(s) of the participating companies of the Project. The participants shall allow MTC or appointed person(s) to view the premise(s) as well as gather information related to the Project.

Force Majeure

20. MTC shall not be held liable for any delay in the performance or failure to perform its obligations under these T&C due to Force Majeure Events. "Force Majeure Events" shall be defined as any war, terrorism, riot, civil commotion, strike, lock-out, Act of God, fire, storm, flood, sabotage, earthquake, subsidence, infectious disease, or because of any matter or factor beyond the control of MTC or its counterpart that renders it reasonably or practically impossible from performing its obligations.

Indemnification

21. The Applicant Company agrees to hold harmless, release and indemnify MTC, its officers, representatives, employees, and members (the "Indemnified Parties") from and against any losses, damages, liabilities, claims, costs, and expenses, including legal fees (on a full indemnity basis) and costs of settlement, arising out of, in connection with or due to the Applicant's Company's participation in the Programme, the use of any information or material supplied to MTC, the Applicant Company's withdrawal from the Programme for any reasons whatsoever or any acts and or omissions of the Applicant Company or its staff.

22. Notwithstanding the foregoing, MTC shall not be responsible and shall not be held liable for any loss or damage arising from any delay, failure, interruption, or unavailability of the Programme or any failure to transmit or receive or loss of application/registration information or loss of any other data due to network failure, internet failure or any breakdown in telecommunication links.

MTC reserves the right to reject and decline the application or reimbursement of the Applicant Company in the event that there is a failure to comply with any of the Terms and Conditions or any guidelines or written directions given by MTC.

I/We have read these Terms and Conditions stated above and agree to be bound by them.

.....
(Authorised Signature & Applicant Company Stamp)

Name of Applicant :

Applicant's Designation :

Name of Company :

Date :

MTC INDUSTRY BRANDING PROGRAMME – BRAND AUDIT & COACHING

Company Self-Declaration Form

A. COMPANY DETAILS

1.	Company name:	
2.	Contact person:	
3.	Designation:	
4.	Mobile number:	
5.	Email:	

B. MATERIAL COMPOSITION DETAILS

Please complete either one of the tables below based on your main business type - “Manufacturer” or “Trader”.

1. MANUFACTURER

1.	Company revenue based on the latest audited Financial Report (RM):	
2.	Best-selling products (three (3) types of product) in year 2021: <i>e.g.: wooden dining set, TV cabinet, lounge sofas, wooden kitchen cabinet, etc.</i> <i>(Note: Please include colour photos of products)</i>	
3.	Cost of material based on the latest audited Financial Report (RM): (Definition of “Material” – raw material used for the actual manufacturing of products, excluding of labour, energy, and other indirect costs.)	
4.	Composition of raw material used in production based on the latest audited Financial Report	
i.	Timber material (value in RM):	
ii.	Non-timber material (value in RM):	

5.	Percentage of timber material in production: Calculation = $\frac{\text{Timber material (RM)}}{\text{Cost of material (RM)}} \times 100\%$	%

2. TRADER

1.	Company revenue based on the latest audited Financial Report (RM):	
2.	Best-selling products (three (3) types of product) in year 2021: <i>e.g.: wooden dining set, TV cabinet, wooden kitchen cabinet, sawntimber, plywood, wooden engineered flooring, solid wood decking etc.</i> <i>(Note: Please include colour photos of products)</i>	
3.	Composition of revenue based on the latest audited Financial Report	
i.	Timber product (value in RM):	
ii.	Non-timber product (value in RM):	
4.	Percentage of timber product: Calculation = $\frac{\text{Timber product (RM)}}{\text{Company revenue (RM)}} \times 100\%$	%

C. DECLARATION

I hereby declare that the information contained herein is true to the best of my knowledge. I am aware that this self-declaration statement is subject to review and verification, and if such information shall be found to be untrue I/Applicant Company may be rejected and excluded from participating in the MTC Industry Branding Programme – Brand Audit & Coaching.

Signature of Applicant:	
Date:	
Company's Stamp:	

FREQUENTLY ASKED QUESTIONS (FAQ)

1. What is the MTC Industry Branding Programme – Brand Audit & Coaching?

The MTC Industry Branding Programme – Brand Audit & Coaching aims to assist Malaysian timber industry players, whether they have or do not have any branding initiative, in providing an analysis of your company/brand positioning in market enables you to spot your business strengths, opportunities, and areas of improvement. Under the programme, a brand agency will be selected and help the company to discover and understand present brand health and positioning in the market to embark their branding journey.

2. How can I apply for the programme?

To fill-up the online application form at <https://mtc.com.my/branding> and submit along with required documentation. Applicant Company would be notified of the status of their application through e-mail provided in the application form.

3. When is the last date to register for the programme?

30 August 2022, subject to the availability of funds.

4. How long is the duration of this programme?

The appointed brand agency will work with you for a maximum span of 3 months.

5. Is there an end date for me to complete the programme with my consultant?

It will be 3 months from the date that the brand consultant is appointed to your company.

6. If I can't start now, can I enrol and continue next year?

No. Upon approval of the application, the programme has to kick start within 2022.

7. Can Non-SME's timber and furniture companies apply for MTC Industry Branding Programme – Brand Audit & Coaching?

Yes, you can. The package is open on a first come first serve basis, subject to the availability of the funds.

8. What is the main difference between Package 1 and Package 2?

Package 1 is mainly on brand audit of brand position of a company with the audit report as the deliverable while Package 2 consists of brand audit with a crash coaching session. Package 2 ideal for company without a brand but would like to explore building brand from

scratch or company that wish to learn through crash course session on how to manage their brand efficiency.

9. I have a brand plan for my company, can I still choose Package 2?

Yes, you can. The package is open on a first come first serve basis, subject to the availability of funds.

10. Currently, I opt for Package 1, can I switch to Package 2 midway through the brand audit process?

No, you cannot. You can only choose your brand audit package (package 1 or package 2) during the registration of the programme.

11. Can I select my preferred agency from the Panel of Brand Agencies for this Programme?

Yes, if you wish to do so. However, it will depend on the slot availability of the brand agency.

12. Can I work with the brand agency even after finishing their task under the MTC Industry Branding Programme – Brand Audit & Coaching?

You may continue work with them, but it will be a direct agreement between your company and the brand agency.

13. If I am unhappy with the agency and I want to terminate, can the fees be refunded?

Unfortunately, the application and participation fees paid are strictly, NON-REFUNDABLE.

14. Who can I contact from MTC for any assistance with the programme?

For assistance, you may contact Mr. Saifullah Ismail at saifullah@mtc.com.my or +6017-3536425.