

25th National Quality Summit

25 – 26 Nov 2017

Taj Bangalore



Confederation of
Indian Industry

Session 3 : Global Quality Trends – Best Practices
25 Nov 2017

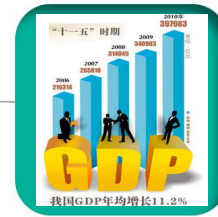
‘Malaysia’s Experience in Promoting Culture of Excellence’

by

AB. Rahim Yusoff
Malaysia Productivity Corporation

About Malaysia - 2016

Labour Productivity
RM78, 218

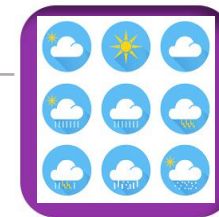


GDP/Growth
RM 1,230b/4.2%

Population
32 m

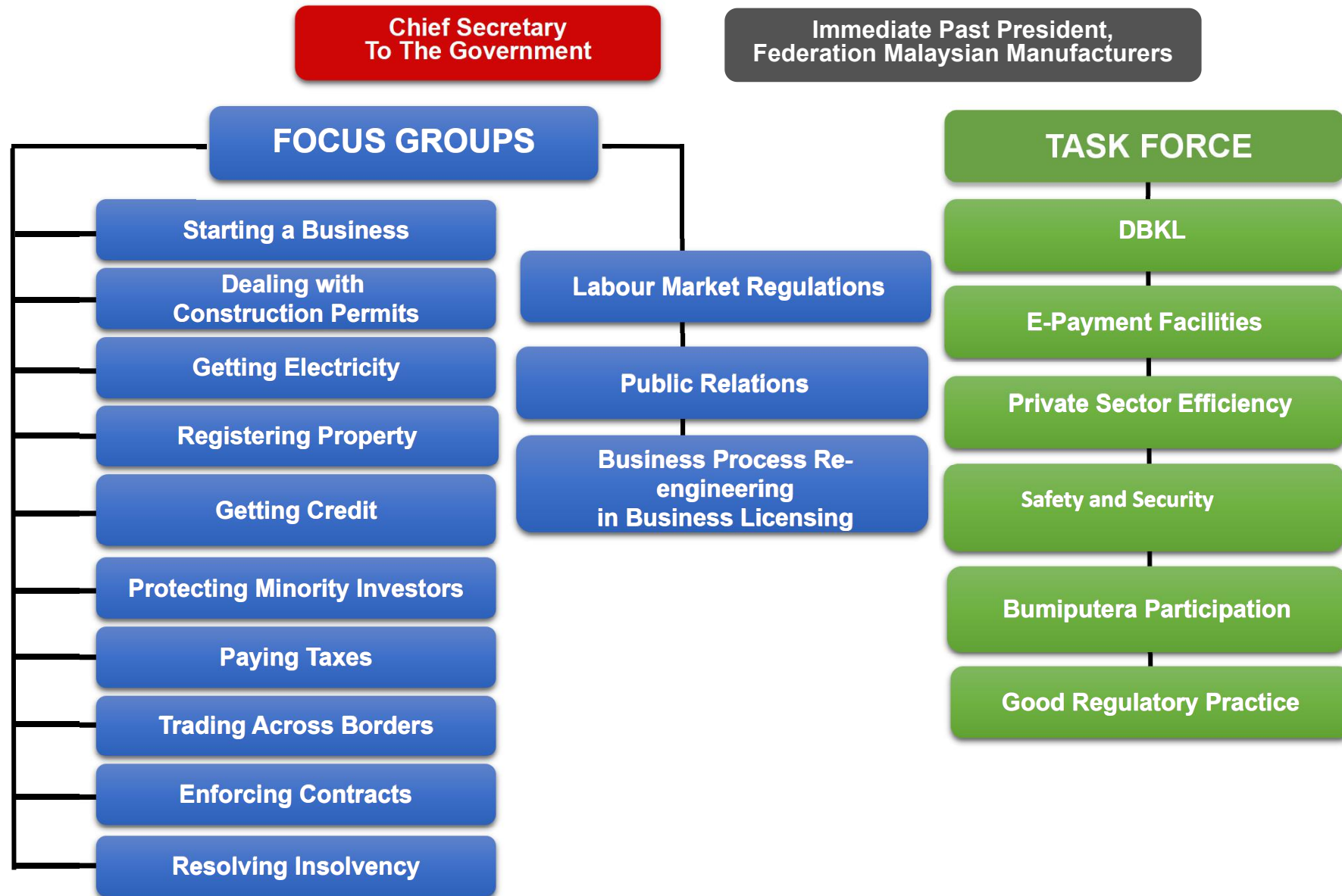


Competitiveness
Ranking
WCY : 24/63(2017)
DB : 24/190 (2018)
GCR : 23/138 (2016-2017)



28°C
74% Humidity

Improving Service Delivery : Governance Structure



Improvements Made on Service Delivery

INDICATORS

Starting a Business

Reduction of procedures from 9 to 3, time from 19 to 3 days, cost from RM2,315 to RM1,010

Dealing with Construction Permits

Reduction in procedures from 15 to 8, time from 40 to 14 days

Registering Property

Reduction in procedures from 8 – 6, time by about 13 days

Paying Taxes

Reduction in payments (9 to 8), time by 12 hours (more expected with familiarity with GST registration, corporate tax rate)

Enforcing Contracts

Reduction in time for trial/judgement from 270 to 180 days

Resolving Insolvency

Improvement in time (from 1 year to 0.5 years), cost (10 to 5% of estate) and recovery (81.3 to 88 cents for every dollar)

The Recognition Story – Industry Excellence Award

1991

Introduced to promote excellence in management.

2,938

Companies benefited from the award process.

Category

Product, Quality Management, Service, Service Export, and Brand.



Award Rebranded in 2014 Using Malaysia Business Excellence Framework

Story of Brahim's SAT Food Services

Brahim's SAT Food Services Sdn Bhd



- Prepare sophisticated halal meals kitchen for 28 international airlines.
- Employees : 1193
- Sales : RM218 mill (2016)
- Meals produced : 2,915,359 (49,413/day)
- Flights Catered : 12,659 (215/day)



Weekly Raw Material Consumption



Meat

- Chicken - 7.4 tons
- Beef - 1.0 ton
- Lamb 740 kgs.



Rice

- Local Rice - 3.7 tons
- Basmathi Rice - 2 tons
- Fragrant Rice - 2.5 tons



Local Fruits

- Pineapple - 4.3 tons
- Papayas - 3.4 tons
- Honey Dew - 2.9 tons
- Watermelon - 1.1 ton



Fruit Juices

- Pink Guava (1 Ltr) - 19,040 bottles
- Pink Guava (100ml) - 20,160 cups
- Orange Juice - 30,240 cups

Brahim's Milestone



07th Jan- Brahim's bought over LSG Sky Chefs Shares and become 70% share.

2013

- Formation of LSGB with Malaysia Airlines retaining 30% share and LSGB 70% share.

2003

- Opening of new facilities in KLIA in conjunction with the opening of the new airport.

1998

- MAS Catering Sdn Bhd (MCSB) became a 100% subsidiary of MAS

1994

1973

- MAS In-Flight Kitchen experience was formed under Malaysia Airlines (MAS).

Brahim's Business Excellence Journey

PHASE 1

Evaluate and review current strategic plan

PHASE II

Develop Five Years Strategic Plan

PHASE III

Plan implementation

Segment 1 :
planning research

Segment 2 : define company
direction

Segment 3 :
Define strategic direction

Segment 4 :
Finalize plan, implementation
planning

Continuous Strategic Planning Communication, Analyzing and Tracking

- Stake holder interview, survey health check
- Evaluate current plan Implementation and future alignment
- Review and assess health check performance
- Benchmark on KPI set

- Strategic planning
- SWOT analysis
- Benchmark assessment
- Environmental assessment

- Affirm & refine mission, Vision and core values
- Define objective and goals
- Define strategy, action plan,
- Design group of expertise, Leaders and team members

- Strategic Planning Team
- Develop strategies and time line
- Setting KPIs
- Present recommendation to steering committee

- Develop implementation approach
- Finalize strategies planned
- Develop communication plan

- Implementation structure and process
- Dashboard development
- Quarter progress review
- Prioritize strategy
- Resources requirement and recruitment

2013/14

Best Practice Achiever
Managing CRISP

2015

Best In Class
Managing CRISP

2016

Towards Business
Excellence
Living CRISP

2017

Business Excellence
Organization
Living CRISP

2018

Towards HPO
Living CRISP

2019

Towards HPO
Living CRISP

2020

HPO
Living CRISP

Thank You



abrahim@mpc.gov.my