



STBA

SABAH TRUSTED BRAND AWARD 2023

The Promise Of Great Experience

THE FIRST IN SABAH Open for Nomination Now!

Closing Date: 31 October 2023



ABOUT STBA

Sabah Trusted Brand Award (STBA) is a new and upcoming program proposed by Majlis Tindakan Pengguna Negara (MTPN) Sabah. This program aims to identify and promote local brand businesses and define their purpose, objectives, and values to consumers. It will help consumers understand the purpose of a business brand and what it aims to accomplish. So, having such a program can do a lot to help both consumers and SMEs choose the best and be excellent.

VISION

To help businesses recognize brand is a powerful tool to communicate business purpose, values, and goals to customers, employees, and partners.

MISSION

Recognises and educate about the important role that align business actions, decisions, and strategies with business brand identity and promise.



CORE VALUE

1

Brand Exposure

Opportunities to expose your business to the marketplace and capture new business, buyers, sellers, and consumers in Malaysia .

2

Brand Image

Living and breathing your brand image is vital, Make this award your ambassador to make your brand up to a higher level of business and increase your business reputation.

3

Consumer's Trust

Create a consumer's confidence and trust because of your effort to provide reliable and quality service or product to consumers.

4

Growth

The award has also come to promote the growth of businesses to contribute to economic prosperity by paying tribute to the efforts of businesses for all their hard-won achievements.

5

Local to Global

The recognition of the award is one step closer to SMEs going global-value to project trust and convince global consumers. Hence, SMEs are more confident in exporting their products.

6

Protection

As a premium ticket to help consumers make a better purchased decision. There is a power what makes consumers choose yours even in the same business category because of consumers feel protected under this award.



HOW IT WORKS



1ST STEP

Recommends for a company that has potential to get Sabah Trusted Brand Award by survey and nomination.



2ND STEP

Collect and check all the documents that fulfill our requirement



3RD STEP

Site visit and interview the owner of the premises. Giving marks in terms of registration with MYIPO, services innovation, operation efficiency, product, and good review.



4TH STEP

Once fulfill all the requirements you will receive the awards and enjoy the glory moments.



STANDARD OPERATION PROCEDURE



1. APPLICATION

Pendaftaran
Permohonan

Application
Register



2. ASSESSMENT

Lesen
Syarikat

SSM/PBT /MYIPO REGISTERED

NO

Feedback to
Applicant

Maklum kepada
pemohon

YES



3. AUDIT

Audit
Kaedah
Nominasi

Audit Nomination Method

Maklum kepada
pemohon

Feedback to
Applicant

Site Visit to the owner of Premises/Shop/Factory

Lawatan ke premis perniagaan pemilik syarikat

Interview the owner of the premises

Temubual bersama pengusaha syarikat

Collection of documents, pictures and others related

Pengumpulan data, dokumen, gambar yang berkaitan

Giving marks in terms of brand registration with MYIPO, services, operation efficiency, product and good review from consumers.

Pemberian markah dari segi pendaftaran dengan MYIPO, servis, inovasi, keberkesanan operasi, dan produk.



4. AWARD

Layak

Pass

Tidak layak

Reject

Award



INDUSTRY CLASSIFICATION

- Manufacture (General)
- Manufacture (Food-related)
- Electronic (General)
- Retail Business (General)
- Retail Business (Fashion)
- Retail Business (Market)
- Retail Business (Furniture, Home Appliances)
- Healthcare (Equipment & Products)
- Healthcare (Infrastructure)
- Health Care (Traditional Therapy)
- Beauty & Spa Salons (Incl. Slimming Center)
- Wedding-related Services
- Photo Taking Service
- Ideo Depiction & Service Recording
- Concert Event / Organizer
- Food & Beverage (General)
- Food & Beverage (Equipment)
- Food And Beverage (Franchise)
- Optical & Photographic (Equipment & Supplies)
- Optics (Glasses & Optical Items)
- Computer Information & Services Technology
- Media & Printing
- Advertising Services
- Architectural Services
- Landscape & Architecture Design
- Interior Design Services
- Cleaning Service (Laundry & Dry Cleaning)
- Cleaning Services (Including Janitorial Services)
- Security Services (General)
- Security Services (Equipment)
- Service Safety (Inquiry)
- Textiles & Clothing
- Education Provider
- Club / Association Sports
- Pest Control Services
- Medical (Traditional)
- Agriculture
- Hotel & Hospitality
- Travel & Tourism



EVALUATION CRITERIA

1. Registered with MYIPO (Audit done by MYIPO)
2. Sustainability & Company Culture
3. Management Strategy
4. Record Leadership Vision & Direction
5. Business Development
6. Business Sustainability
7. Value Creation
8. Innovation & Creativity
9. Integration of Social Responsibility (optional)



www.sabahtrustedbrand.com



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