



PERBADANAN PRODUKTIVITI MALAYSIA (MALAYSIA PRODUCTIVITY CORPORATION)

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<http://www.mpc.gov.my>

(Badan Berkanun di bawah Kementerian Perdagangan Antarabangsa dan Industri – MITI)



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MPC(PCD)600-1/2/12

7 Ogos 2020

Dr. Wan Rohaida Wan Husain
Assistant Professor
Kulliyyah Ekonomi dan Sains Pengurusan
Universiti Islam Antarabangsa Malaysia
Jalan Gombak
53100 Selangor

YBrs Dr,

**PELANTIKAN TENAGA PAKAR UNTUK LAPORAN ANALISA PRODUKTIVITI
'FRONTIER' BAGI SEMBILAN (9) SUBSEKTOR UTAMA**

Dengan segala hormatnya, saya merujuk kepada perkara di atas.

2. Perbadanan Produktiviti Malaysia (MPC) merupakan agensi di bawah Kementerian Perdagangan Antarabangsa dan Industri (MITI) sedang dalam proses mengenalpasti organisasi peneraju dalam prestasi produktiviti untuk dijadikan sebagai penandaaras. Manakala, organisasi ketinggalan dalam prestasi produktiviti dapat diberi bantuan dan dibimbing. Analisa produktiviti 'frontier' adalah merupakan salah satu kaedah analisa yang membolehkan organisasi peneraju dan ketinggalan dikenalpasti

3. Sehubungan itu, YBrs. Dr. Wan Rohaida Wan Husain dan Dr. Norihsan Mohamad adalah dilantik sebagai tenaga pakar untuk laporan analisa Produktiviti 'Frontier' bagi Sembilan (9) Subsektor Utama. Bersama-sama ini disertakan Terma Rujukan (TOR) dan borang setuju terima seperti di Lampiran B. Sekiranya YBrs. Dr bersetuju dengan lantikan ini, mohon kerjasama untuk mengembalikan borang setuju terima selewat-lewatnya pada **12 Ogos 2020**.

TRANSFORMATION • INNOVATION • PARTNERSHIP

5. Bagi sebarang pertanyaan atau maklumat lanjut YBrs. Dr boleh berhubung dengan Encik Zaffrulla Hussein di talian 013-3413195 / emel: zaff@mpc.gov.my atau Puan Rosmiza Rosly di talian 019-3323312 / emel: iza@mpc.gov.my.
6. Segala kerjasama, perhatian dan sokongan pihak YBrs. Dr dalam menjayakan penyelidikan ini amatlah dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"
"MEMACU PRODUKTIVITI NEGARA"

Saya yang menjalankan amanah,



(SUHAIMI HAMAD)

Pengarah

Bahagian Pertumbuhan Produktiviti (PGD)

b.p. Ketua Pengarah

Perbadanan Produktiviti Malaysia (MPC)

LAMPIRAN B

**BORONG JAWAPAN
ANALISA PRODUKTIVITI 'FRONTIER' BAGI SEMBILAN (9) SUBSEKTOR UTAMA**

Tarikh:

Kepada:

Ketua Pengarah
Perbadanan Produktiviti Malaysia
Lorong Produktiviti Off Jalan Sultan
46904 Petaling Jaya Selangor
(U/P: Rosmiza Rosly)

Puan,

**PER: PERSETUJUAN PELANTIKAN SEBAGAI TENAGA PAKAR UNTUK
LAPORAN ANALISA PRODUKTIVITI 'FRONTIER' BAGI SEMBILAN (9)
SUBSEKTOR UTAMA**

Saya No. Kad
Pengenalan Bersetuju untuk menerima
pelantikan bagi tenaga pakar untuk laporan Analisa Produktiviti 'Frontier' bagi Sembilan
(9) Subsektor Utama seperti yang dinyatakan di dalam surat tawaran serta menerima
pakai terma rujukkan yang ditetapkan.

Terima kasih.

Tandatangan :

Tarikh :

Maklumat Peribadi

Nama :

Organisasi :

Jawatan :

Alamat Pejabat:

No. Telefon (Pejabat) :

No. Telefon (HP) :

Emel :



TERM OF REFERENCE (TOR)

PRODUCTIVITY FRONTIER ANALYSIS FOR THE NINE (9) PRIORITY SUBSECTORS

1. Background

The Malaysia Productivity Blueprint (MPB) which was launched on 2017 had identified firm-level intervention is imperative to address specific productivity constraints at the firm level and to ensure the achievement of industry and national productivity targets. One of the strategies in intervention at the firm level is for firms to benchmark with the best. The best practices firms or the firms at the frontier will be identified and their best practices will be a benchmark to other firms. With that, frontier analysis study able to identify the best and laggard firms.

Frontier analysis allows the incorporation of multiple inputs and outputs in the measurement of performance and provides a benchmark (i.e., frontier) against which competitors can identify areas of “best practices” and “worst practices” associated with high and low measures of performance. Frontier analysis also allows managers to identify the gap between their actual performance and optimal performance (Coelli et al. 2005). As indicated by Berger and Humphreys (1997, p. 176), “frontier analysis will generally tell informed industry participants little they do not already know in a general, qualitative way. However, while the qualitative news may not be new, the quantification of it is.”

2. Objectives

The objectives of the report are:

- a. Analyse enterprise level efficiency and productivity of selected industry in the nine priority subsectors;
- b. Identify productivity performance of frontier firms and laggard firms;
- c. Proposed benchmarking framework for enterprise level productivity assessment and enhance competitiveness

3. SCOPE

It covers firms of selected industry in the nine (9) priority subsector of the MPB, which is:

- Electrical & Electronics;
- Chemical & Chemical products;
- Machinery & Equipment;
- Retail and F&B;
- Private Healthcare;
- Tourism;
- ICT/Digital;
- Professional Services;
- Agro Food.

The data obtain productivity performance of companies between year 2015 and 2019.

4. Methodology

Will apply secondary data collection, extracted from the financial reports of the companies of the main board of BSKL under category of market capitalization, sector contributions based on number of firms and FTSE index classification.

5. Report Contain

The report contain:

- Performance score of individual company within the nine (9) priority subsector;
- Performance ranking of companies according to industry;
- Identification of frontier and laggard firms according to industry; and
- Recommendation on benchmarking framework for enterprise level productivity assessment.

6. Report Format

The report must be drafted in a format agreed with MPC. The report must be written in English. The write up must be 1.5 line spacing font Arial and size 12. Additional information for repo, clarification MUST be done without extra charge and within reasonable time.

7. Timeframe

The works of the write-up shall commence immediately upon effective date of the Letter of Award and shall be completed within a period of three (3) months

8. Payment Terms

Payment Terms The ceiling cost of this project is kept at RM 20,000.00.

Payment Summary by Stages		No of Man Days	Rate Per Man Day (RM)	Total (RM)
Stage 1	Upon receipt of the acceptance letter by consultant	2	2,000	4,000
Stage 2	Once the Draft Final Report presented and submitted by consultant	3	2,000	6,000
Stage 3	Once softcopy and hardcopy of Final Report received from consultant	5	2,000	10,000
Total				20,000

9. Proprietary Rights

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The writer or his organisation agreed that their names will not be published in this research report. It is the duty of the writer to communicate with the organisation/ industry concern to get the necessary information regarding best practices absented.

All written text must be original and previously unpublished. Any write-up which has been plagiarized will be rejected