

# **QUOTATION FOR MPC GUIDELINE PUBLIC CONSULTATION – PROOFREADING / DESIGN & LAYOUT**

**Proposal submitted to:**

**Hafizoh Md. Aris  
Public Consultation (PC) Unit  
Productivity Competitiveness Department (PCD)  
Malaysia Productivity Corporation (MPC)  
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**“ The most powerful branding company  
can have is to OWN its own media.  
Let us help you achieve that. ”**

**About us** : We are leading media and communications powerhouse that has created superb branding and promotional campaigns for over 100 Malaysian and international companies, government offices and agencies and Heads of States since our inception in 1997 in Malaysia until present

We have experience and expertise in branding, marketing and pioneering concepts and sustaining a vision until its execution. We manage expectations, and we have a team capable of expertly and seamlessly working on diverse subject matters – from scientific to technical to lifestyle – because we are communication experts who know to break down complex ideas , disseminate it to the layman, and tailor –make it to individual customer needs

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**Introduction** : IBR Asia Group is pleased to submit this proposal prepared for MPC to Proofreading & Design for 70 pages Article.

IBR Asia Group has more than 25 years of experience in publishing trade magazines, corporate literature, special reports, magazines, commemorative coffee table books and other print media communication material. We have extensive experience in writing business reviews for the corporate target audience.

Our experience in communications includes design and layout that is most suitable to the corporate audience. Our design concept presents data heavy and detailed explanation in the most concise and reader friendly layout.

We are able to data crunch operational and financial figures into infographic presentations that enables the readers to quickly access the most salient points in our reviews.

We also have our own in-house professional photographers and image enhancement studios to complement our production capabilities.

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**IBR Asia Group's Related Experience** : IBR Asia Group's experience of over 25 years covers the following areas of communication:

- Writing – conceptualizing the article based on available information, target audience and objective.
- Editing & Proofreading – ensuring that the articles are impeccable and meets the highest standards of quality.
- Design & Layout – conceptualizing the design & layout with consideration of the Corporate Identity of the organisation,

target audience and nature of article – marketing/PR/compliance requirement.

- Photography – professional photography by highly experienced photographer for interviews and aspects of the firm’s operations or special events.
- Studio – our specialised studio works on image enhancement to ensure that the final production quality meets the highest expectation.
- Production – we work with an award winning printing firm that has produced some of the top annual reports and corporate literature for local and international markets.
- E-Publication – Production of electronic format of e-books (more enhanced than PDF publications) that can be made available in websites, emails and CDs and mobile phones.
- Events – Launches, Forums and Business Luncheons and Cocktails built around the platform of the publication.

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**Publication of In-Depth Review of Business Operations in International Business Review**

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IBR Asia Group is also the publisher of International Business Review magazine established in 2004. We have published more than 120 issues over a span of 15 years in Malaysia and Singapore. International Business Review has been distributed directly on controlled circulation basis to the senior management of listed corporations in Malaysia and Singapore, MNCs, MIDA offices throughout the world, Government agencies and ministries, and foreign embassies and trade commissions in Malaysia and Singapore.

Over the 100 issues, we have carried cover stories of leading Malaysian listed corporations, MNCs, Key Government agencies and foreign missions. Each and every cover story are in-depth reviews of the organisation, its business operations, challenges and opportunities, strategies and plans for the future with interviews of the Chief Executive Officer, Managing Director or in the case of foreign missions, we have interviewed Presidents and Ministers of the foreign states, and for Malaysian government agencies, we have conducted interviews with ministers and director generals.

**Corporate :**

- Genting Group
- I&P Group
- Malaysia Airports
- Maybank
- KPJ Healthcare Group
- Sarawak Oil Palms
- MRCB

- Tenaga Nasional
- IJN
- Celcom
- Siemens
- Sime Darby
- Public Bank
- UDA Holdings
- NAZA Group
- Universiti Malaya
- Singapore Management University
- Westport
- Northport
- Volkswagen
- BMW
- IGB
- Sunway Group

**Ministries & Government Linked:**

- Ministry of Environment and Climate Change
- Ministry of Urban Wellbeing
- Ministry of Housing and Local Government
- Ministry of Foreign Affairs
- Companies Commission of Malaysia (SSM)
- Malaysian Anti-Corruption Commission (MACC)
- Terengganu Economic Transformation Unit (UTEN-T)
- National Housing Company (SPNB)
- Energy Commission of Malaysia
- Board of Engineers Malaysia
- Malaysian Competition Commission (MyCC)
- Construction Industry Development Board (CIDB)
- Malaysian Investment Development Authority (MIDA)
- Malaysian Digital Economy Corporation (MDEC)
- Permodalan Nasional Berhad (PNB)

**Foreign Missions:**

- The Embassy of Belgium
- The Embassy of the Netherlands
- The Embassy of Germany
- The British High Commission
- The Embassy of Sweden
- The Indian High Commission

**Publication of  
Corporate  
Magazines &  
Journals**

: We have published trade and consumer magazines for leading corporations and key government agencies in Malaysia namely:

- GentingBerhad – 100 pages, 30,000 copies per issue on quarterly basis for local and international circulation
- TenagaNasionalBerhad – 80pages, 10,000 copies per issue on quarterly basis for top customers
- MaybankBerhad – 80 pages, 10,000 copies quarterly publication for Premier Customers
- KPJ Healthcare Berhad – 120 pages, 50,000 copies per issue on quarterly basis distributed throughout all hospitals.
- Malaysia Airports Holding Berhad – 100 pages, 15,000 copies per issue on bimonthly basis
- I&P Group Berhad – 120 pages, 10,000 copies per issue on quarterly basis
- Prime Minister’s Department – 32 pages, 5000 copies per issue quarterly publication
- Energy Commissions Malaysia – 80 pages, 5000 copies per issue quarterly publication
- Sarawak Convention Bureau – 60 pages, 10,000 copies per issue quarterly publication
- Malaysian Anti-Corruption Commission – 40 pages, 5000 copies per issue quarterly publication
- University Malaysia Terengganu – 60 pages, 5000 copies per issue quarterly publication for international distribution.
- FTTH Council (International Trade Organisation for the Fiber Optic Telco Industry) – 60 pages, 5000 copies per issue on quarterly basis.
- IGB Berhad (Tan & Tan) – 48 pages, 10,000 copies on an annual basis.
- Malaysian Resources Corporation - 52 pages, Annual basis
- Mampan( CREAM) – 32 pages, 5000 copies, tri annual basis.
- Construction Industry Development Board – 52 pages, 5000 copies, quarterly

IBR Asia Group published the above publications on an end-to-end solution basis that includes writing, editing, design & layout, photography, studio, production both in print and electronic formats.

**Publication of  
Special Reports &  
Commemorative  
Coffee Table  
Books**

: We have also published commemorative coffee-table books and special reports for more than 40 leading Malaysian corporations and key government agencies. As a result, we have developed the internal capabilities in writing and editorial aspects of publishing including design & layout and photography and production in print and electronic formats.

- KPJ Healthcare Berhad Commemorative Book for 30th Anniversary
- IJN Commemorative Book for 25th Anniversary
- SOPB Commemorative Book for 50th Anniversary
- MAHB Commemorative Book
- GreenTech Annual Report
- CIDB Annual Report
- MPC Productivity Report
- IJN Annual Report
- MIDA Annual Report
- Suruhanjaya Tenaga Annual Report

### Specification & Cost Breakdown

Description	Quantity	unit price	price
<b>Proof Reading MPC 70 Pages Article's for Guideline Public Consultation</b>	1	RM 150per page	RM 10,500
<b>Design 70 pages MPC for Guideline Public Consultation report.</b> <ul style="list-style-type: none"> <li>- Design/Layout</li> <li>- Project Management</li> </ul>	1	-	RM 8,300
		<b>Total</b>	<b>RM 18,800</b>
		<b>6 % SST</b>	<b>RM 1,128</b>
		<b>Total after 6 % SST</b>	<b>RM 19,928</b>

*Note – Any requirement not stated above will be charged separately.*

### **Payment Terms**

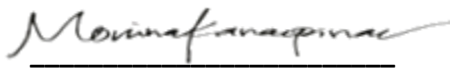
Fifty percent (50 %) prior to work commencement and remaining fifty percent (50 %) upon completion payable to The IBR Asia Group Sdn Bhd

***Note: not all above prices are inclusive of 6% SST.***

We thank you for inviting us to submit this proposal. Please do not hesitate to contact us if you need Any clarification on any aspect of this proposal. Looking forward to working with you on this project.

Truly,

Accepted,



**Morrina Kanapiran**  
Business Development Manager  
The IBR Asia Group Sdn Bhd

\_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Date : \_\_\_\_\_  
Official Stamp : \_\_\_\_\_