GUIDELINES FOR THE NATIONAL MARK OF MALAYSIAN BRAND CERTIFICATION PROGRAMME

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1.0 INTRODUCTION

This document provides guidance to any organization that is interested in obtaining certification under the National Mark of Malaysian Brand Certification Programme.

2.0 CERTIFICATION PROCESS

The certification services provided by SIRIM QAS International are carried out in accordance to the policies and procedures established by SIRIM QAS International based on accepted international practices. The generic certification process is as follows:

Submit Questionnaire	Fill Application Questionnaire in the Application Package and submit to SIRIM QAS International Sdn. Bhd. Based on the information in the Questionnaire, a quotation giving details of the cost of each stage of the certification process will be issued.
Application	Upon acceptance of the quotation, the organization is required to submit the application form together with the application fee.
Stage 1 Audit	Stage 1 audit is carried out to review the organization's documentation against the criteria of the National Mark of Malaysian Brand Certification Scheme and to evaluate the organization's readiness to proceed to the Stage 2 audit.
Stage 2 Audit	The organization shall act on the findings of the Stage 1 audit and shall notify SIRM QAS International of its readiness to proceed to the Stage 2 audit. The purpose of the Stage 2 audit is to evaluate whether the criteria of the National Mark of Malaysian Brand certification programme have been effectively implemented.
Recommendation	Based on the findings of the Stage 2 audit, the assessment team will make a decision on whether to recommend the organization for the award of the National Mark of Malaysian Brand certification and the right to use the Mark on its products.
Approval of certification	The Approval Certification Panel shall review and approve the recommendation for certification.
Issue of certificate	The certificate will be issued upon payment of all fees due and the signing of the Certification Agreement. The certificate is valid for 2 years from the date of approval.
Renewal Audit	The certifcate shall be renewed for a further 2 year period based on the results of the renewal assessment which shall be carried out prior to the expiry of the certificate.

3.0 SCHEDULE OF FEES

The schedule of fees for various scheme are as follows:

3.1 Fee structure for SME organizations:

3.1.1 Professional Fee - RM 6,000

3.1.2 Reimbursable covering travel, lodging and daily allowance:

Kuala Lumpur and Selangor - no charge
Other regions: Travel - air fare, airport transfer - at cost
Mileage - RM0.60/km
Lodging - hotel (standard room)
Meal allowance - according to SIRIM QAS International rate

3.2 Fee structure for non-SME organizations:

3.2.1 Professional Fee - RM 1,500 per auditor day

3.2.2 Reimbursable covering travel, lodging and daily allowance:

Kuala Lumpur and Selangor - no charge
Other regions: Travel - air fare, airport transfer - at cost
Mileage - RM0.60/km
Lodging - hotel (standard room)
Meal allowance - according to SIRIM QAS International rate

4.0 CERTIFICATION REQUIREMENTS

4.1 Prerequisites

Organization who wishes to apply for the National Mark of Malaysian Brand Certification programme must show compliance with the eligibility criteria as outlined below.

a) A minimum 3-Star rating under SME Corp. Malaysia SCORE Programme which is still valid;
b) Certified to ISO 9001 / MS 1900 / HACCP / ISO 22000 / ISO/TS 16949 / ISO 13485 / CMMI (Level 3), accredited to ISO/IEC 17025 (for laboratories) or registered to GMP (Pharmaceutical);
c) Business incorporated / registered under any of the following:
   - Companies Act 1965 (Act 125);
   - Registration of Businesses Act 1956 (Act 197);
   - Certificate(s) of Practice by Professional Bodies (for services industries only);
d) Malaysian equity ≥ 60%;
e) Operating from legal premises;
f) Own registered brand(s) of Malaysian origin.
g) The company must have a good business performance (covering all aspects such as sales, profit & cash flow) for 3 consecutive years.
h) The company must portray a Malaysian identity that represent company name, brand name and/or brand logo in which company must represent the Malaysian elements / identity / cultures and not seen to be promoting products / services from other countries.

4.2 Locations

The organization shall identify the locations be covered under scope of certification. This site(s) shall generally be permanent location(s) at which the organization carries out its operations.

A multiple site organization is an organization having an identified central function (normally referred as central office) at which certain activities are planned, controlled or managed and a network of local offices or branches (sites) at which such activities are fully or partially carried out.

The organization shall identify in advance the sites that it wants to include in the certificate. These sites will be subjected to audit on a sampling basis (original).

Organization operating in multiple sites (especially services organizations) shall identify in advance the sites that it wants to include in the certification. As a minimum, the main site must meet the prerequisites certified with ISO 9001 and the company must demonstrate effective control of the other sites. Example of controls include regular internal audits of all sites, performance reporting and review. These sites may be subjected to audit on a sampling basis depending on the discretion from management of SIRIM QAS International.

4.3 Brands & Products

The organization shall clearly define the products/ services and the related brands to be included under the scope of certification. The organization should ensure that it does not omit important elements of its operations from the scope of certification.

5.0 APPEALS PROCEDURE

The applicant may file an appeal when he does not agree with the decision of the Approval Panel. The appeal shall be in writing and addressed to the Senior General Manager of the Management System Certification Department within 2 weeks of notification of the decision.

The letter of appeal shall be forwarded to the Appeals Panel appointed by the Certification Advisory Committee. The appellant shall be notified of the composition of the panel and the date of its proposed hearing. The appellant shall have the right to object the composition of the panel and to appear before the panel to present his case. Decisions made by the Appeals Panel including the grounds of their decision shall be recorded and the appellant shall be notified in writing.

6.0 COMPLAINT PROCEDURE

Any complaint against the organization's product/ services quality about SIRIM QAS International's certification services or about organizations certified by SIRIM QAS International shall be directed to Head of Quality and OSHE (QOSHE) Section.

Complaints may be in writing or verbal. All complaints received will be verified and validated by the QOSHE Head. The complainant shall be informed of the receipt of the complaint and will be provided progress report(s) and a report on the outcome of the investigation.

7.0 WITHDRAWAL/ TERMINATION

a) Withdrawal

An organization that wishes to withdraw from the certification scheme is required to inform SIRIM QAS International of its intention in writing. The organization shall ensure that all advertising matters that contain any reference to the certification is discontinued within a reasonable timeframe.

b) Termination

SIRIM QAS International has the right to terminate the certification of the organization under the following circumstances:

i) the certified organization's management system has persistently or seriously failed to meet management certification requirements, including requirements for effectiveness.

ii) refusal by the certified organization to allow renewal audit to be conducted when it is due;

iii) the certified organization fails to take corrective actions for issue of concern(s) raised within the specified timeframe;

iv) the certified organization makes misleading references to its certification (e.g. products and/or brands not covered by the certification) or uses the mark in a manner that is not in accordance with guidelines issued by SIRIM QAS International and SME Corp.;

vi) non-compliance by the certified organization to the requirements of the certification contract.

The organization may appeal if it is dissatisfied with the decision to withdraw the certificate.

8.0 INFORMATION ON CERTIFICATION MADE AVAILABLE TO THE PUBLIC

Upon certification, the organization's name, geographical location (city, state and country), approval and expiry date, certification number and scope of certification will be published in the following websites:

i) http://www.malaysiancertified.com.my
ii) www.nationalmark.gov.my

9.0 CHANGES TO THE INFORMATION IN THE CERTIFICATE

The organization may seek to make changes to details in the certificate. This may include the name of organization, address, brand and/or products/ services. Request for such changes shall be made in writing. A decision will be made as to whether an assessment is required prior to approval of the change(s) to the details in the certificate.