



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

WORKSHOP ON REDUCING START-UP AND ESTABLISHMENT TIME OF BUSINESSES - CASE STUDY ON COMPANIES COMMISSION OF MALAYSIA'S:

1. REFORM INITIATIVES IN RELATION TO 'STARTING A BUSINESS'
2. BUSINESS REGISTRATION MOBILE COUNTER INITIATIVE
3. EDUCATION OF COMPANY DIRECTORS/STAKEHOLDERS

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REFORM INITIATIVES CARRIED OUT SO FAR.....

1. SSM's initiative to support the Government's economic stimulus package
 - To support the Government's RM67 billion economic stimulus packages
 - Includes *inter alia* the temporary reduction of fees
 - Casts positive impact to the cost of starting a business

TYPE OF TRANSACTION	PRE & POST TEMPORARY REDUCTION		
	Amount of paid up capital of a company	Pre-discounted fees payable (RM)	Fees payable after discount (RM)
Incorporation of company with nominal capital of not more than RM100,000 - 10% reduction for payable incorporation fees <small>*RM1000.00 for nominal capital of RM100,000</small>	For registration of a company: (i) whose nominal share capital does not exceed RM100,000.000	1,000.00	900.00
Incorporation of company with nominal capital of more than RM100,000 - 15% reduction on all remaining fee scale for payable incorporation fees <small>*A maximum of RM70,000 for nominal capital exceeding RM100 million</small>	(ii) whose nominal share capital exceeds RM100,000.000 but does not exceed RM500,000.000	3,000.00	2,550.00
	(iii) whose nominal share capital exceeds RM500,000.000 but does not exceed RM1 million	5,000.00	4,250.00
Increase of Authorized Capital of more Than RM100,000 - 15% reduction on all existing fee scale <small>*A maximum of RM70,000 for nominal capital exceeding RM100 million</small>	(iv) whose nominal share capital exceeds RM1 million but does not exceed RM5 million	8,000.00	6,800.00
	(v) whose nominal share capital exceeds RM5 million but does not exceed RM10 million	10,000.00	8,500.00
	(vi) whose nominal share capital exceeds RM10 million but does not exceed RM25 million	20,000.00	17,000.00
	(vii) whose nominal share capital exceeds RM25 million but does not exceed RM50 million	40,000.00	34,000.00
	(viii) whose nominal share capital exceeds RM50 million but does not exceed RM100 million	50,000.00	42,500.00
	(ix) whose nominal share capital exceeds RM100 million	70,000.00	59,500.00

REFORM INITIATIVES CARRIED OUT SO FAR.... (Cont)

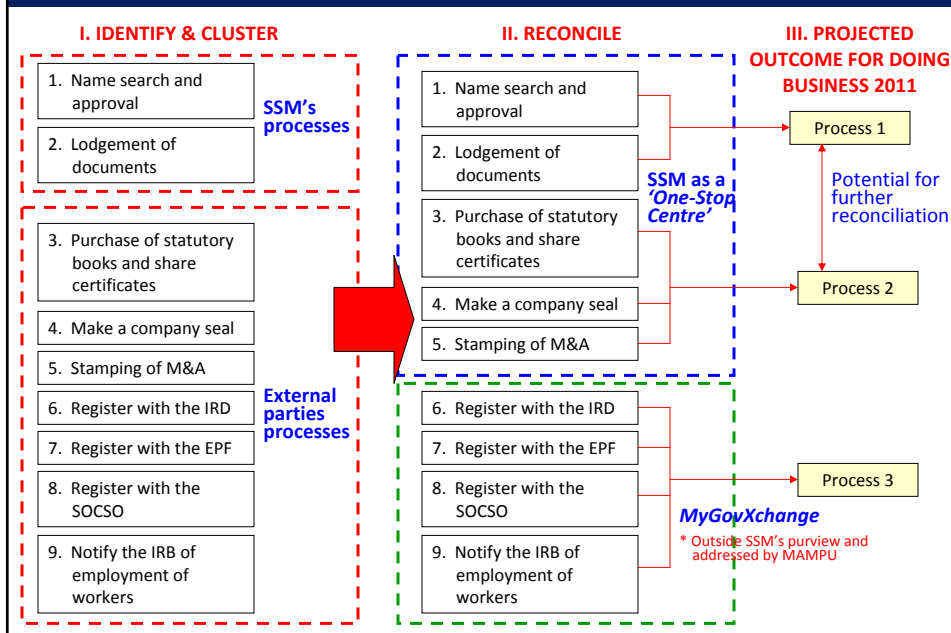
TYPE OF TRANSACTION	PRE & POST TEMPORARY REDUCTION		
Business registration fees (partnership) - 10% reduction for registration between 3 to 5 years <small>*RM30.00 (sole proprietorship) *RM60.00</small>	Registration of new businesses/renewal of registration of existing businesses		Pre-discounted fees payable (RM)
			Fees payable after discount (RM)
Renewal of business registration for a period between three to five years - 15% reduction for renewal between 3 to 5 years <small>*RM30.00 per year (sole proprietorship) *RM60.00 per year (partnership) 15% reduction</small>	(i) Sole proprietorship registered under own name		
	(a) 3 years	90.00	81.00
	(b) 4 years	120.00	108.00
	(c) 5 years	150.00	135.00
	(ii) Sole proprietorship registered under a trade name		
	(a) 3 years	180.00	162.00
	(b) 4 years	240.00	216.00
	(c) 5 years	300.00	270.00
	(iii) Partnership		
	(a) 3 years	180.00	162.00
(b) 4 years	240.00	216.00	
(c) 5 years	300.00	270.00	

2. Implementation of Phase 1 of



- 1 corporate identity
- Company incorporation number as a single source of reference for transaction purposes with various Government agencies
- Current application is by the Inland Revenue Board (IRB), Employees Provident Fund (EPF), Human Resources Development Fund (HRDF), Social Security Organization (SOCSCO) and SME Corp. Malaysia
- Phase 2 of MyCoID will feature automatic registration with the IRB, EPF, HRDF, SOCSCO

QUICK WINS – REDUCING THE NUMBER OF PROCESSES INVOLVED IN THE WORLD BANK’S STARTING A BUSINESS ASSESSMENT AREA



THE 3-STAGE EVOLUTION OF DOING BUSINESS

DOING BUSINESS 2010 (AS IS)		TARGET: DOING BUSINESS 2011 (Deployment by 31 March 2010)		BEYOND DOING BUSINESS 2011	
Procedures	Time (Day)	Procedures	Time (Day)	Procedures	Time (Day)
1. Determining the availability of the company's name	1	1. Incorporation process • Consolidation of the processes of name search, stamping of M&A and lodgement of incorporation docs • Business process re-engineering • Restructuring of SSM Clients' Charter	1	1. Incorporation process and automatic registration with the IRB, EPF and SOCSO • MyCoID	1
2. Stamping of documents (Memorandum & Articles of Association)	1	2. Purchase of company seal, statutory books and share certificates • All items shall be sold at SSM's premises and via on-line	1		
3. Filing of the necessary documents within 3 months after the name reservation	2	3. Online registration via MyGovXchange with the IRB, EPF and SOCSO • MAMPU's project	1		
4. Making a company seal	1				
5. Purchasing statutory books & share certificates	2				
6. Registration with IRB	1				
7. Registration with EPF	1				
8. Registration with SOCSO	1				
9. Notifying the DG of IRB for employment of workers	1				

SSM'S LONG TERM PURSUITS TOWARDS IMPROVING MALAYSIA'S RANKING IN THE WORLD BANK'S DOING BUSINESS PUBLICATIONS

INITIATIVE	BENEFITS
1. Migration to mandatory e-Lodgement regime	<ul style="list-style-type: none"> • Single incorporation platform • Better data accuracy • Faster and more efficient incorporation process • Reduction in the time taken to start a business
2. Development and implementation of a fully automated MyCoID system	<ul style="list-style-type: none"> • Simultaneous registration with the IRB, EPF and SOCSO upon incorporation – SSM to become a 'One Stop Centre' • Reduction in the process to start a business
3. Company seal to be made optional	<ul style="list-style-type: none"> • Eliminates a sub-component within the process of starting a business • Reduction in the costs of starting a business
4. Migration to no par value regime (NPV regime)	<ul style="list-style-type: none"> • Eliminates the requirement to state authorised capital • Reduction in the costs of starting a business
5. Abolishment of the <i>ultra vires</i> principle	<ul style="list-style-type: none"> • Reduction of the costs of starting a business

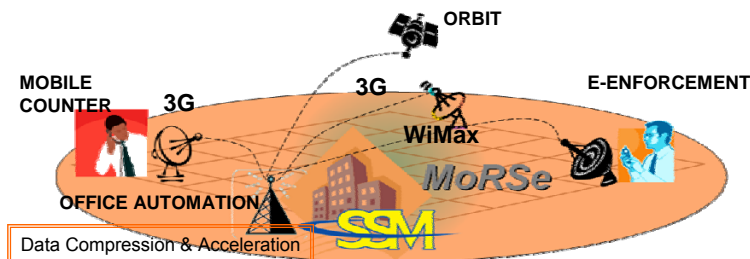
SSM'S NATIONWIDE PRESENCE



- SSM's nationwide conventional counter operations is currently augmented by:
 - (a) The e-Lodgement service; and
 - (b) The business registration mobile counter service

SSM'S BRMC INITIATIVE

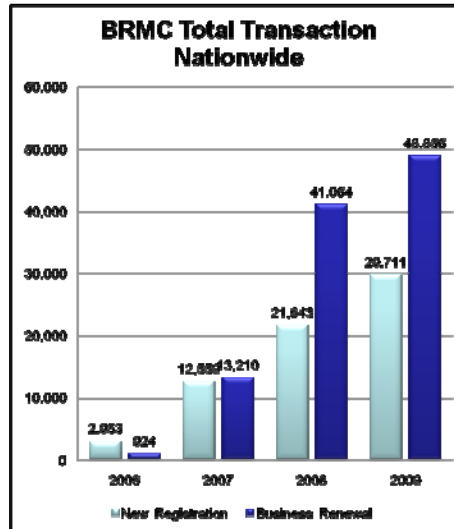
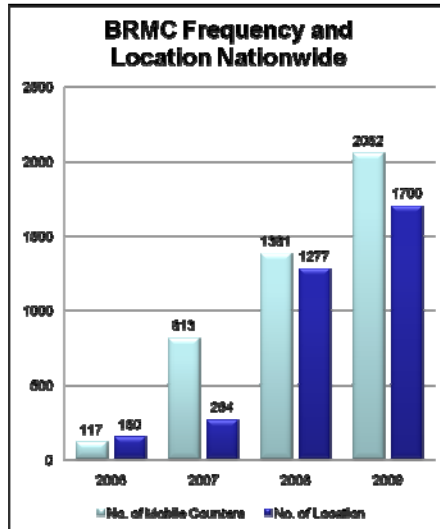
- BRMC is SSM's initiative to reach out to petty traders and business community – placement of temporary counters to enable registrations of new businesses (i.e. sole proprietorships and partnerships), renewals of registrations of new businesses, updating changes and termination of businesses.
- Held at strategic locations where business/trading activities are concentrated – local council offices, market place, supermarkets, hypermarkets etc
- Active pursuit for business registration (vs. passive & fixed counter operations)
- The development of Mobile & Remote Access Services (MoRSe) has enabled the application of 3G/Wifi for BRMC purposes



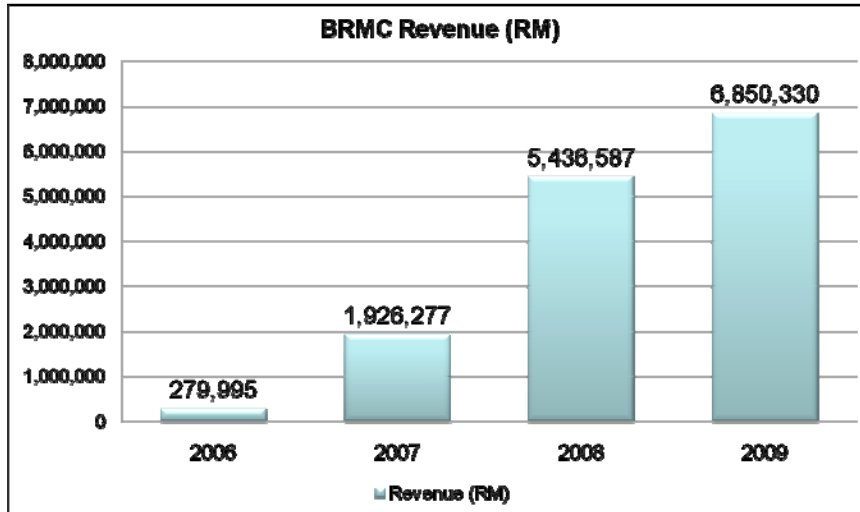
THE EVOLUTION OF SSM'S BRMC

NO.	THEN	NOW
1.	No specific schedule	Scheduled + prior notification <ul style="list-style-type: none"> • Notice at public papers • Advertorial in newspapers • SSM's website
2.	Absence of collaborations	Strategic collaborations with petty traders associations, chambers of commerce, local councils and Government agencies
3.	Single-purpose tool – registration, renewal, updating and termination of businesses	Multi purpose platform – dissemination of information and education
4.	No prior research on location	Full research carried out prior to deployment
5.	Static <div style="text-align: center;">  </div>	Truly mobile <div style="text-align: center;">  </div>

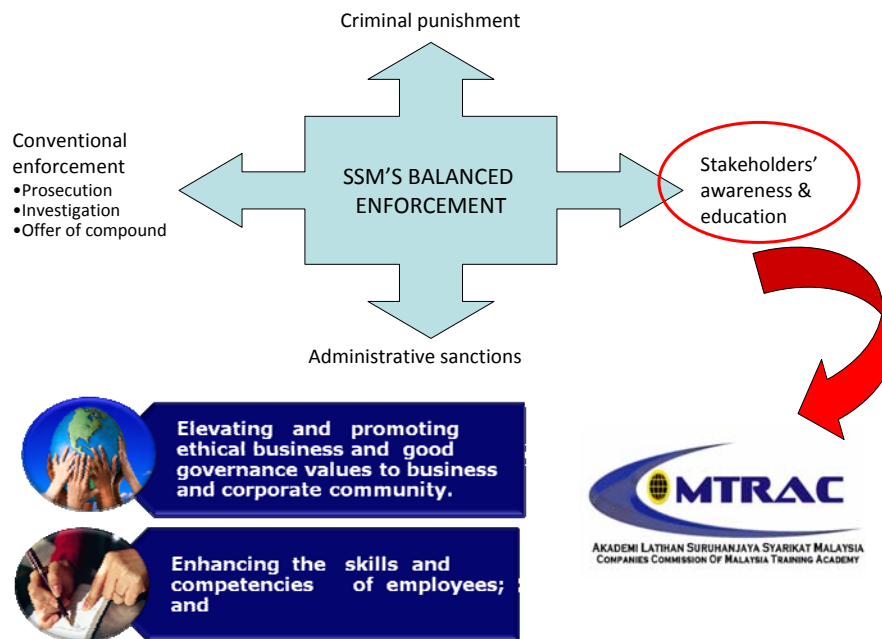
BRMC'S STATISTICS

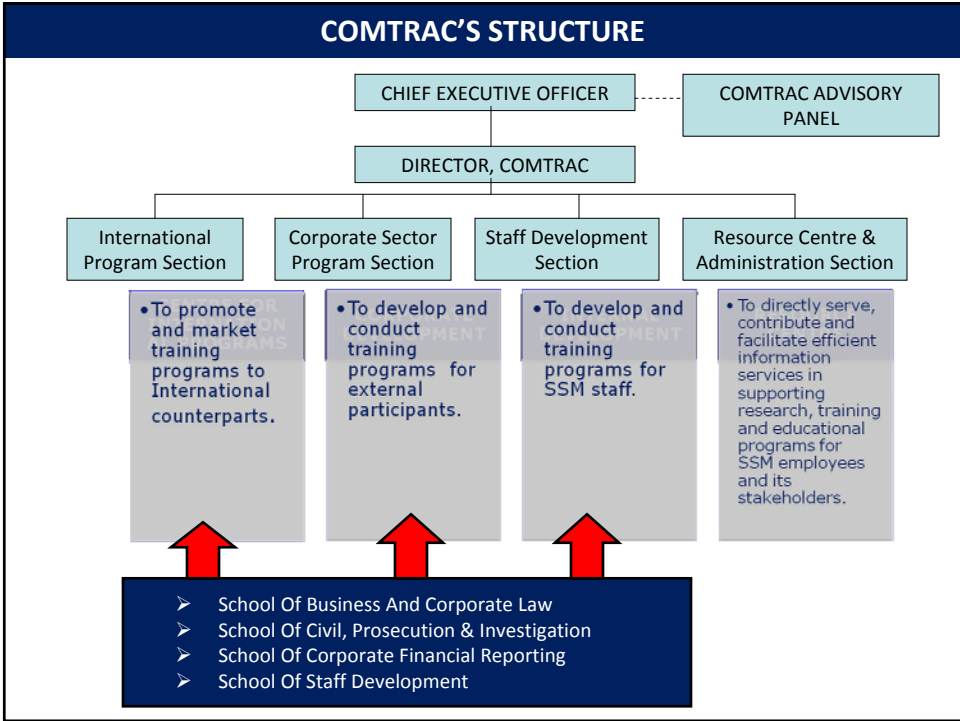


BRMC'S STATISTICS (Cont)

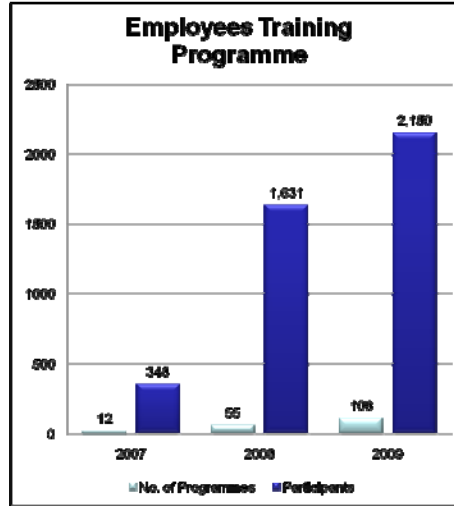
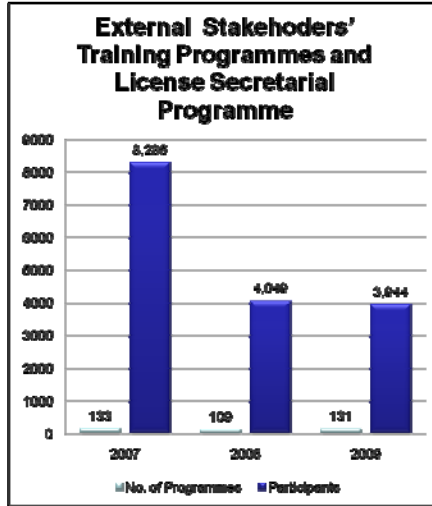


COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY

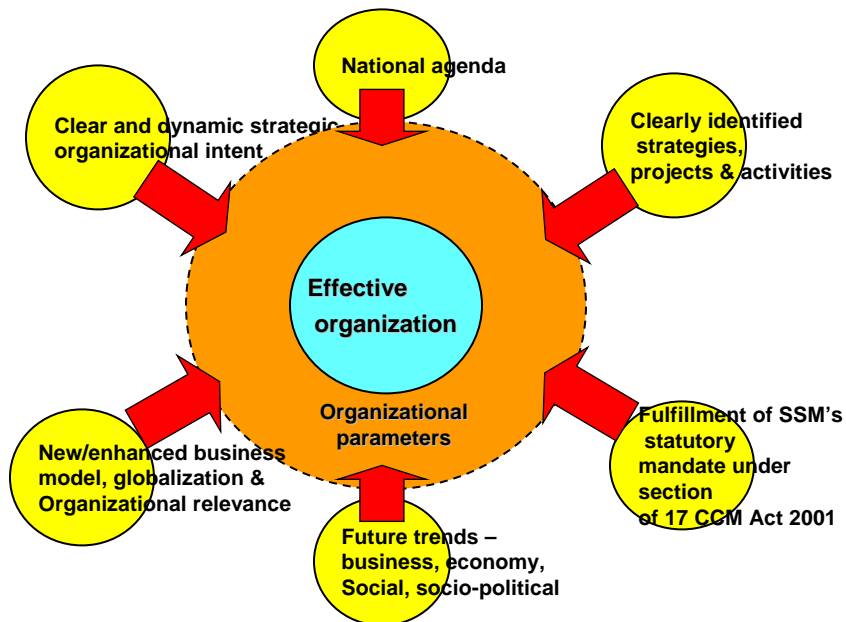




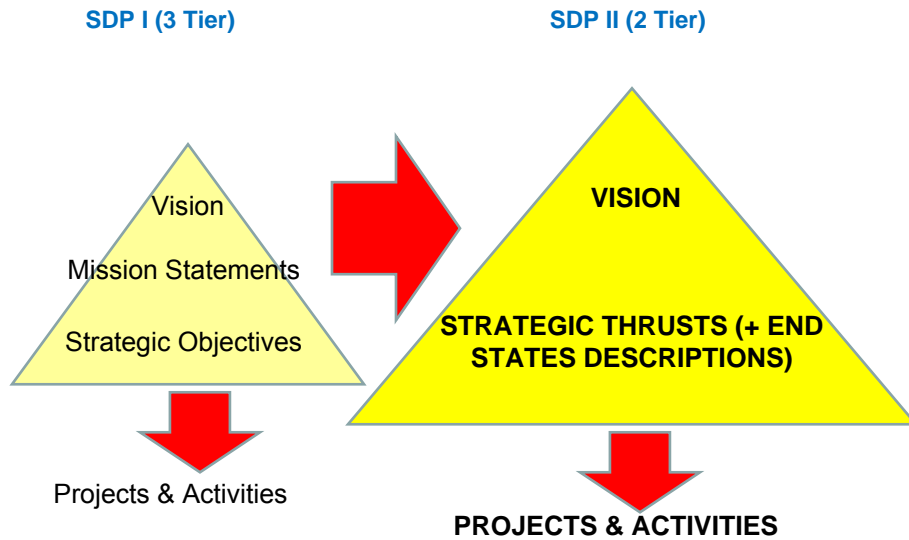
COMTRAC'S STATISTICS



THE DEVELOPMENT OF SSM'S SECOND STRATEGIC DEVELOPMENT PLAN 2010 – 2014 (SDP II)



THE STRUCTURE OF SDP II'S STRATEGIC ORGANIZATIONAL INTENT



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SDP II - NEW VISION STATEMENT

“Meeting business needs through effective registration, information, regulation and advice”

Key Words	Rationale
<ul style="list-style-type: none"> • Meeting Business Needs 	<ul style="list-style-type: none"> • SSM is driven to meet business needs which includes providing greater value proposition through quality products and services with excellent service delivery. This is further enhanced through SSM's aspiration to develop innovative solutions whilst remaining relevant to the current environment.
<ul style="list-style-type: none"> • Effective 	<ul style="list-style-type: none"> • SSM aims to achieve operational excellence in all the activities it undertakes. This requires SSM to be effective as an organisation whereby resources are optimised and objectives are accomplished on a timely basis.
<ul style="list-style-type: none"> • Registration, Information, Regulation 	<ul style="list-style-type: none"> • To become a leading corporate regulator SSM will concentrate its efforts to building a solid foundation in its core function. This ambition has targeted to achieve unparallel standards in these three areas.
<ul style="list-style-type: none"> • Advice 	<ul style="list-style-type: none"> • A new dimension of focus aimed towards enriching the business community by providing value-adding business advisory services. These services are aligned to SSM's nation building principles to build a conducive and trusted business environment.

SDP II - STRATEGIC THRUSTS & END STATE DESCRIPTIONS

NO	STRATEGIC THRUSTS	END STATES			
1	Promoting and driving good governance to enhance conducive business environment	Driver of Corporate Responsibility	Leading Corporate Regulator	Ease of doing business	
2	Delivering innovative products and services to meet stakeholders needs	Advisory services	One stop information portal	One stop business centre	
		Effective promotion and marketing	Asset management	Continuous product innovation	
3	Providing superior service delivery through operational excellence	Efficient & effective organization		Financial sustainability	
4	Generating synergies through strategic collaboration	Successful Strategic Alliance		Global presence	
5	Evolving to a knowledge driven organization to develop competitive advantage	Business research centre	Knowledge hub	Renowned training centre	
6	Driving high performance culture through capacity and capability building	Middle Heavy Structure	High performance	Service oriented mindset	Robust talent management
7	Optimizing ICT to enhance efficiency, effectiveness and enterprise agility	Internal SLA's + embedded in other thrusts			

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SAMPLE LIST OF PROJECTS FOR SDP II

ST	Code	ESD/Projects	2009		2010		2011		2012		2013		2014	
TIMELINE			H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	
STRATEGIC THRUST 1	GOV1	Develop CR strategy for SSM												
	GOV2	Stakeholder engagement framework												
	GOV3	Corporate advocator of CR and ethics												
	GOV4	Scheduled-based enforcement												
	GOV5	Balanced enforcement												
	GOV6	Consistent compliance Rate of 95%												
	GOV7	Gradual reduction in compounds etc												
	GOV8	Real time enforcement database												
	GOV9	Automated compliance monitoring												
	GOV10	Enhanced reminder service												
	GOV11	Fair regulatory philosophy												
	GOV12	Dynamic legal framework												
	GOV13	XBRL as a nation-wide format												
	GOV14	80% up take of e channels												
	GOV15	Fee restructuring												
	GOV16	Competitively priced e-Services												

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THANK YOU