

**BSP (2021 - 2025) Estimated Number of Pages**

**BUSINESS STRATEGIC PLAN (2021 - 2025)**

Title	Content	No. of Pages	Remarks
<b>Table of Contents</b>	<b>Table of Contents</b> (1 page)	1	
<b>KSU's Message</b>	Message from the Secretary General of MEDAC (1 page)	1	
<b>CEO's Message</b>	Message from the CEO of SME Corp. Malaysia (1 page)	1	
<b>Chapter 1</b>	<b>Chapter 1: Performance of SMEs in the last 5 years (2016 - 2020)</b> <ul style="list-style-type: none"> <li>▪ Outcome evaluation of RMKe-11 programmes               <ul style="list-style-type: none"> <li>○ SME profile (1 page)</li> <li>○ SME macro performance (4 pages)</li> <li>○ OE (20 pages)</li> </ul> </li> <li>▪ Identify issues and challenges faced by SMEs (10 pages)</li> </ul>	35	
<b>Chapter 2</b>	<b>Chapter 2: SME Development in the Next 10 Years (50 pages)</b> <ul style="list-style-type: none"> <li>▪ Future of SMEs after Covid-19</li> <li>▪ New trends in SME development</li> <li>▪ Future technologies and practices</li> <li>▪ Identifying and prioritising SME subsegments</li> <li>▪ Right support to right segment</li> </ul>	50	
<b>Chapter 3</b>	<b>Chapter 3: SME Corp. Malaysia</b> <ul style="list-style-type: none"> <li>▪ Background (1 page)</li> <li>▪ Functional Overview (1.5 pages - Graphics)</li> <li>▪ Organisational Structure (2 pages - Chart)</li> <li>▪ Stakeholders (1 page)</li> <li>▪ Core Processes (2 pages - Chart)</li> <li>▪ Scenario Analysis (3 pages - Table/Chart)</li> <li>▪ Issues and Challenges (1.5 pages - Graphics)</li> </ul>	12	
<b>Chapter 4</b>	<b>Chapter 4: Strategic Foundation</b> <ul style="list-style-type: none"> <li>▪ Vision (0.5 page)</li> <li>▪ Mission (0.5 page)</li> </ul>	13.5	

Title	Content	No. of Pages	Remarks
	<ul style="list-style-type: none"> <li>▪ Objective (1 page)</li> <li>▪ Core Values (1 page - Graphics)</li> <li>▪ Strategies (1 page - Graphics)</li> <li>▪ Enablers (0.5 page - Graphics)</li> <li>▪ Strategic Framework of the Organisation (1 page - Graphics - 'Rumah')</li> <li>▪ Performance Management Framework (1.5 pages - Graphics - 12 KRAs)</li> <li>▪ Income Generation Activities (0.5 page - Graphics)</li> <li>▪ Strategic Programmes (8 Programmes) (2 pages)</li> <li>▪ Implementation Phases (1 - 5 page)</li> </ul>		
<b>Chapter 5</b>	<b>CHAPTER 5: CONCLUSION</b> (2 pages)	2	
<b>Appendices</b>	APPENDIX A - Business Units Details (5 pages) APPENDIX B - Strategic Plan Matrix (12 pages - 4 Strategies, 12 KRAs) APPENDIX C - Programme Implementation Plan (2 pages - RMKe12) APPENDIX D - Income Generation Toolkit / Plan (1 page)	20	
	<b>TOTAL</b>	<b>135.5</b>	

**Estimated Number of Pages**

English: 136  
BM: 164 (additional 20%)

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**Total: 300 pages**

**Page Range: 280 | 300 | 320 pages**