



BIZSECURE

Empowering Consumers And Businesses



PENGENALAN

In the current globalisation era, consumer rights have become an increasingly important aspect to ensure fairness between the relationship of consumers and traders. The growing awareness of these rights not only empowers consumers but also builds trust within the trade and business ecosystem. Majlis Tindakan Pengguna Negara (MTPN), as an organization emphasizing the protection of consumer and trader rights, has initiated a program called "BizSecure." This program aims to strengthen consumer rights and provide an easy platform for reporting violations of these rights by attaching complaint stickers at business premises.

Through this "BizSecure" program, MTPN seeks to connect the power of technology and communication to encourage positive changes in consumer rights protection. By attaching these complaint stickers at business premises, awareness of the rights and responsibilities of both consumers and traders can be effectively conveyed to the community. Among the 8 user rights listed are:

1. THE RIGHT TO BASIC NEEDS.

Consumers have the right to demand basic goods and services that sustain life, such as food, clothing, housing, healthcare, education, and adequate sanitation.

2. THE RIGHT TO ACCESS SAFETY GOODS AND SERVICES.

Consumers have the right to reject products and services that are hazardous to their health and well-being.

3. THE RIGHT TO ACCESS ACCURATE INFORMATION.

Consumers have the right to be informed about factual information that can be used as a reference for their choices of use.

4. RIGHT TO MAKE DECISIONS.

Consumers have the right to make price and quality decisions for various commodities and services under conditions of adequate competition.

5. THE RIGHT TO EXPRESS AN OPINION.

Consumers have the right to voice their opinions on public policies related to consumer rights.

6. THE RIGHT TO COMPENSATION

Consumers have the right to demand compensation for damaged products or subpar services.

7. THE RIGHT TO LIVE IN A CLEAN AND HEALTHY ENVIRONMENT.

Consumers have the right to live safely, free from threats, and with human dignity.

8. THE RIGHT TO CONSUMER EDUCATION.

Consumers have the right to acquire knowledge and skills related to consumer usage.



VISION

To develop a society where consumer rights are protected, and traders are respected and fairly safeguarded, as well as to create a safe and consumer-friendly trade landscape through technological innovation.

MISSION

- To be a catalyst for raising awareness about consumer rights through educational programs and awareness initiatives that emphasize the importance of understanding and protecting one's rights.
- Developing a user-friendly complaint platform for consumers and traders to report and resolve consumer-related complaints.
- Establishing strong collaborations with relevant agencies to enhance consumer rights protection and formulate effective policies.

OBJECTIVES

1

To raise awareness among the public about the existence of MTPN and its vision, mission, and goals dedicated to advocating for consumer rights and educating businesses.

2

MTPN will collaborate to develop a user-friendly complaint platform for consumers and traders. This platform will prioritize user-friendly design to streamline the complaint reporting process.

3

To create an efficient complaint monitoring system, each complaint is assigned a unique reference number, and the monitoring process will be conducted from the beginning to resolution. This ensures that complaints receive full attention.



مجلس تindakan Pengguna Negara
 MAJLIS TINDAKAN PENGGUNA NEGARA
 NATIONAL CONSUMER ACTION COUNCIL
 PPN-009-1D-310-2019

MAJLIS TINDAKAN PENGGUNA NEGARA (MTPN)

MTPN was established in compliance with the regulations and laws of the Akta Perlindungan Pengguna 1999 and the Akta Suruhanjaya Hak Asasi Manusia Malaysia 1999. Founded in 2016, MTPN provides consumer-focused consultations and resolutions for both consumers and companies. It empowers consumers to voice their concerns and advocates for their interests while educating them to be smart consumers. With the assistance of government and private agencies, MTPN is committed to discussing policies related to consumer rights, quality of life, public welfare, and more, providing recommendations for improvements. MTPN also raises awareness about consumer rights and enhances community welfare by implementing programs and activities, advocating for consumer education, giving awards and certifications, and more.



MTPN has established close relationships with various government agencies, serving as a bridge between the public and the government, and providing services to consumers as a pro-government organization.

MTPN SERVICES

COMPLAINTS



- Acting as consumer complaint advisors and providing professional advice and consultation to help resolve unfair services faced by consumers.

CERTIFICATION AND CONSUMER SUPERVISION



- Establishing different awards and certifications to monitor and recognize the quality of local industries and the quality of products and services.

EDUCATION



- Supporting the concept of consumer protection through various platforms (such as online platforms, seminars, responsive activities, etc.). Sharing real consumer complaint cases received by MTPN with the public to enhance consumer awareness. To improve the quality of industries, MTPN also collaborates with institutes in various sectors to provide diverse educational resources.

COMMUNICATION BRIDGE



- Establishing close relationships with government and private agencies, reflecting the issues faced by consumers and businesses, and providing policy recommendations. Also, collaborating to rectify industry weaknesses, strengthen industrial development, and safeguard the interests of all groups through various programs and activities.



PROTECTED & SAFE

Every consumer has the right to demand safe goods and services. Consumers want to feel protected from various forms of malpractice such as fraud, unfair trade practices, cybercrimes, unsafe products, and more. Consumer losses occur when consumers are unfairly treated, either unintentionally or intentionally, by a trader.

Similarly, traders also seek ways to protect their businesses by enhancing their knowledge of how to handle consumer complaints and resolving them amicably. Sometimes, the issue may not necessarily lie with the trader, but rather with low consumer awareness or negligence, leading to misunderstandings. Therefore, it is important to understand the rights and responsibilities of each party.

PROMOTE AWARENESS OF CONSUMER RIGHTS

Although Kementerian Perdagangan dan Kos Sara Hidup Malaysia (KPDNKSH) has actively promoted awareness of consumer rights and interests, there is still a need for more organizations to collaborate in advocacy efforts, as the reach of publicity remains limited. Therefore, MTPN aims to assist the country in promoting consumer education advocacy through its complaint services platform and empowerment services. As an educational mentor for consumers, we educate consumers about their rights, raise consumer awareness, and also help businesses defend their rights.



CONSUMER & MERCHANT CLOSE RELATIONSHIP

Through the "BizSecure" program, MTPN is committed to creating positive changes in the relationship between consumers and traders, as well as empowering consumers to protect their rights. This program is a significant step toward achieving a more fair and respectful society among all parties involved in the trading process. It can also serve as a symbol of strong business excellence for informed consumers.

Therefore, this BizSecure Program is designed to assist consumers in making better purchasing decisions and instilling consumer confidence because of the traders' efforts to provide reliable and quality services to consumers. It benefits both parties involved.



PARTICIPATION PROCESS



STEP 1

SURVEY



STEP 2

ACKNOWLEDGEMENT



STEP 3

PARTICIPATION

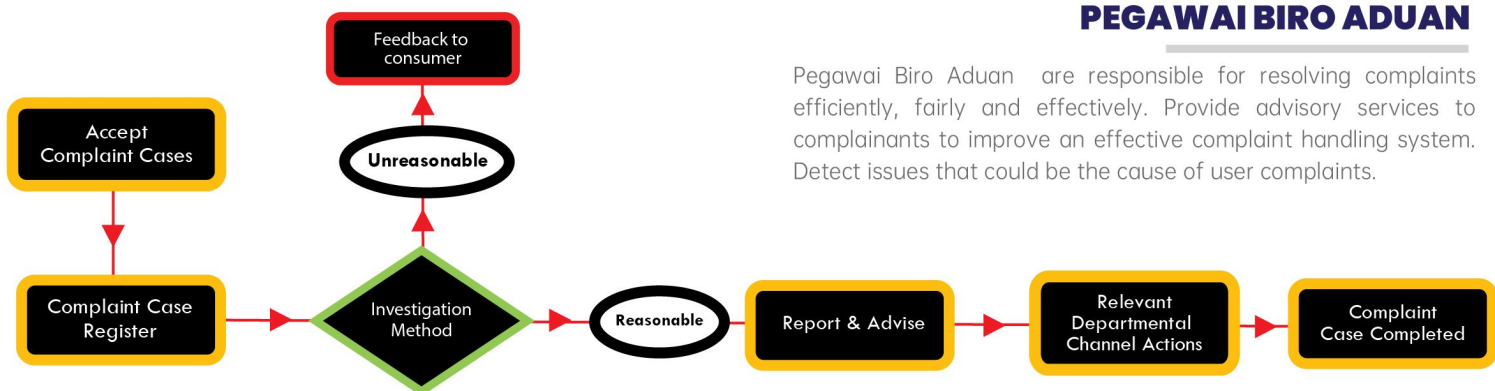


STEP 4

COMPLAINT CHANNEL

- Pegawai pemantau will conduct promotion activities by walking into business premises according to regions throughout the state.
- Obtaining permission and consent from shop representatives/business owners
- Conducting a survey to verify if the business is duly registered with SSM.
- Once permission and consent from shop representatives/business owners to participate in the BizSecure program are obtained, Pegawai Pemantau will record business details in the records.
- They will also educate traders about consumer rights that they need to be aware of and teach them how to handle consumer complaints with courtesy.
- After making the payment for participation in the BizSecure program, the premises will receive the BizSecure complaint sticker and certificate to display to customers.
- They should attach the BizSecure complaint sticker in a visible location for all consumers to see.
- If there are any complaint, it will be recorded and reported to the relevant complaint authority.
- Complaints will be handled by obtaining information about the complaint and resolved through MTPN's Complaints Bureau Officers.

CONSUMER'S COMPLAINT FLOWCHART



PEGAWAI BIRO ADUAN

Pegawai Biro Aduan are responsible for resolving complaints efficiently, fairly and effectively. Provide advisory services to complainants to improve an effective complaint handling system. Detect issues that could be the cause of user complaints.



IMPLEMENTATION CONCEPT

PROJECT IMPLEMENTATION PLANNING

Regional Implementation Planning Across Malaysia:

- Identifying Strategic Regions in Each State to Initiate Complaint Sticker Attachment.
- Tailoring Implementation Strategies to Match the Characteristics and Needs of Each Region.

Hiring Project Implementation Representatives:

- Taking steps to hire individuals responsible for executing and overseeing the project in each region.
- Ensuring that these representatives have sufficient knowledge about consumer and trader rights and possess strong communication skills.

PROJECT IMPLEMENTATION

Recording Shop and Business Owner Information:

- Collecting and recording essential information about shop and business owners involved in the project.
- This information will be used for monitoring, reporting, and effective project management purposes.

Printing and Distributing Information About This Project Initiative:

- Providing printed materials that encompass comprehensive information about the "BizSecure" program, along with its benefits.
- Ensuring that the distributed information is easy to understand and inspiring for traders to join the project.

PROJECT AWARENESS CAMPAIGN

Aligning Cooperation with Government Departments and Media:

- Setting strict quality control measures to ensure compliance with relevant government regulations.
- Collaborating with government departments and local media to enhance awareness and outreach of this project.

Executing Marketing Campaigns:

- Conducting extensive marketing campaigns across various platforms, including social media and community events.
- Implementing creative approaches to disseminate information about the project to the public.

MTPN STICKER BizSecure

Organizer & Campaign Logo

Issued by
Majlis Tindakan Pengguna Negara



MAJLIS TINDAKAN PENGGUNA NEGARA

PENGUNA BIJAK

BIZSECURE
Empowering Consumers And Businesses

QR ADUAN PENGGUNA

This Shop has registered with
MTPN BizSecure Certification
"We agree that you deserve your consumer rights as cited in the
8 Consumer Rights"

+07 361 8924 (Whatsapp) | www.MTPN.org.my | @mtpnMy | enquiry@mtpn.org.my

Program name & Slogan

Validation
Mark the premises as
validly registered
& Understand
the 8 User Rights

QR Aduan
Channel to the
Complaints Division
MTPN Website

Alternative Channel
via Whatsapp,
email or Facebook.

CERTIFICATE BizSecure



MAJLIS TINDAKAN PENGGUNA NEGARA

PENGUNA BIJAK

BIZSECURE
Empowering Consumers And Businesses

CERTIFICATE OF ACKNOWLEDGEMENT

THIS CERTIFICATE IS GRANTED TO

Grocery Shop Sdn Bhd

JM 0547565-A
No. 55-01, Jalan Austin Heights 8/5, Taman Mount Austin,
81100 Johor Bahru

This certificate is granted to Grocery Shop Sdn Bhd which has registered with
BizSecure on 15 JANUARY, 2023

To acknowledge that this business companies have understood
the 8 rights of consumers as well as practicing their responsibilities
as prudent traders to consumers.

MTPN 5083 01001 2022/24
Date Issued : 15th Jan 2023
Date Expires : 14th Jan 2024
Serial Number : 2303801001

PRESIDEN KEBANGSAAN
MAJLIS TINDAKAN PENGGUNA NEGARA
National Consumer Action Council



Thank You For Your Support

Be part of the safe and ethical business community of the BizSecure program. Know your rights as a user and submit your complaint via Bizsecure's Complaint QR Code. Towards safe and user-friendly technological innovation.



Contact Us

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