

**Asian Management Association (AMA)  
Professional Enterprise (PE) Certification  
Assessment Report  
Dated: 1-Aug-2009**

**Name of Participating Organisation:** First Media Design School

**Industry/business:** Education Services

**Key products & services:** Diploma programmes

**INTRODUCTION**

The organisation has participated in the Professional Enterprise Certification exercise of the AMA. This assessment report is produced based on a structured review of the written information submitted by the company, as well as an on-site assessment visit on 20-Jul-2008.

The key representative(s) of the organisation for the on-site visit was/were Mark Phooi/David Foo, and the site assessor(s) representing AMA was/were Toh Puay Yong.

This assessment report is generated for the sole purpose of determining the PE Certification by AMA. AMA or its officers shall not be held responsible for reliance on the contents for decision or use of any nature and purpose.

The assessor, with moderation, has recorded the following assessment findings.

**ASSESSMENT FINDINGS**

1. Strategy and Leadership
  - 1.1 Organisational Vision / Mission  
The organisation has a comprehensive vision/mission, that arouses positive feelings and action.
  - 1.2 Core Values of the Organisation  
The organisation has comprehensive core values well embraced by its staff.
  - 1.3 Strategic / Planning Review  
The organisation conducts periodic, comprehensive and in-depth review of the external and internal business environments, often leading to business improvements.
  - 1.4 Communication of Mission, Vision & Values  
The organisation has in place comprehensive and periodic communication of its directions and values, that are motivating to the employees.
  - 1.5 Strength & Uniqueness of Strategy  
The organisation as a whole delivers a unique value proposition that is well known to the market and industry.
  - 1.6 Under this area, the organisation has been rated as well above standards.
2. Marketing
  - 2.1 Understanding of Customer Needs  
The organisation displays a comprehensive and in-depth understanding of its customer needs.
  - 2.2 Products/Services in Fulfilment of Customer Needs  
The organisation's products/services can fulfil customer needs in many aspects.
  - 2.3 Understanding Competition  
The organisation can identify its direct competitors and their specific approaches.
  - 2.4 Differentiation of Products & Services  
The organisation's products/services are well differentiated from other market or competitive offerings, giving it an edge over the rest.

- 2.5 Pricing Strategy  
The organisation has in place a comprehensive pricing strategy.
- 2.6 Distribution Channels  
The organisation has in place strong and comprehensive distribution channels for its products and services.
- 2.7 Promotion  
  
The organisation has in place comprehensive means of promotion in supporting its sales and branding.
- 2.8 Under this area, the organisation has been rated as                   above standards.

3. Human Resource Development

- 3.1 Commitment to Staff Training  
The organisation sends its staff for basic to comprehensive technical/functional training.
- 3.2 Measurement of Training Effectiveness  
The organisation adopts structured means of compiling feedback after staff training, with some form of monitoring of employee job performance thereafter.
- 3.3 Staff Career Progression Path  
The organisation has in place some form of basic and documented career progression path.
- 3.4 Practice of Variable Wages  
The organisation has in place some fairly structured or comprehensive forms of variable wages that apply to some staff members.
- 3.5 Recognition for Outstanding Work Performance  
The organisation has in place some fairly structured or comprehensive forms of recognition for outstanding work performance.
- 3.6 Channel for Staff Feedback  
The organisation has in place comprehensive, formal and informal channels for staff feedback.
- 3.7 Under this area, the organisation has been rated as                   meeting standards.

4. Operations

- 4.1 Tracking on Cycle Times of Operational Processes  
The organisation has in place some fairly structured or comprehensive tracking on the cycle times of operational processes.
- 4.2 Commitment to Continuous Improvement  
The organisation has in place highly structured measures and means that support or encourage continuous improvement of operational processes.
- 4.3 Tracking of Cost of Quality Issues  
The organisation has in place some basic tracking on the cost of quality issues.
- 4.4 Documentation of Operating Processes  
The organisation has in place comprehensive and structured documentation of operational processes. (e.g. flowcharts, manuals, SOPs)
- 4.5 Documentation of Work Done  
The organisation has in place comprehensive and structured documentation of the work done within the organisation.
- 4.6 Under this area, the organisation has been rated as                   above standards.

5. Financial Management

- 5.1 Review of Financing Cost  
The organisation conducts periodic/routine reviews of the financing cost at intervals of a year or less.
- 5.2 Structured Criteria for Investment Decisions  
The organisation has in place some fairly structured or comprehensive criteria for investment decisions.
- 5.3 Structured Financial Measurement & Analysis  
  
The organisation has in place fairly structured or comprehensive financial measurement and analysis.
- 5.4 Under this area, the organisation has been rated as meeting standards.

### **OVERALL REMARKS & RECOMMENDATIONS**

Overall, the organisation's rating covering all the five key areas above is above standards.

The organisation may consider to gather information on the design programme enrolment size of its largest competitor, say with a few phone calls or by talking to an existing student. It can also explore the implementation of advance annual training & development plans for its employees, coupled with structured post training effectiveness review (perhaps as an additional section of the periodic performance appraisal). In addition, it may explore the merits in devising a form for tracking the resolution of individual complaint or quality non-conformance, and to estimate the associated costs (e.g. additional staff time/costs) in resolving the issues.

Additional conditions to be fulfilled for an organisation being awarded a conditional certification (if applicable):  
Not applicable.

### **CONCLUSION**

The above assessment findings, as moderated by peer assessment panellist, have been duly endorsed by the association. Accordingly, AMA hereby certify that the participating organisation has met unconditionally the requirements of the Professional Enterprise Certification, and shall be so certified by AMA with immediate effect for a term of two (2) years.

In witness whereof this assessment report has been endorsed by AMA officials on the date stated at the beginning.



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Assessment Panellists



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President, AMA