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PROJECT & DEVELOPMENT DEPARTMENT (PDD)

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2.0 PROJECT & DEVELOPMENT DEPARTMENT (PDD)

2.0.1 Introduction

PDD is responsible to establish and develop new sites for advertising billboards as well as maintaining the existing billboards. ✓

2.0.2 Objective

- a) The primary objective of PDD is to secure an approval from the Local Authority for a list of marketable sites in order to erect billboard structures that can generate income/revenue for the company.
- b) This Standard Operating Procedures (SOP) will also provide guideline for PDD to achieve the following:-
 - To maintain the highest level of work ethics.
 - To ensure a continuity and consistency in handling the work.
 - To ensure AASB remain as a major player in the outdoor advertising industry.

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2.1 Appointment of Consultants, Contractors, Installer & Printers

In order for PDD to carry out the daily operation smoothly, the consultant, town planner, printer, installer, contractor, electrician and etc will be appointed as a panel by the Company for each category of work. Their appointments are subject to review on yearly basis.

Town Planner	To carry out official submission for site approval.
Land Surveyor	To provide the Plan Survey of the site location.
Structural Consultant	To design the engineering structure for the advertising billboard and to supervise its construction.
Installer	To carry out the construction and the installation of the advertisement panel and dismantling of the advertisement.
Electrician	To carry out installation and dismantling electricity for lighting purposes.
Trimming Trees Contractors	To carry out the cutting and trimming of trees
Printers	To carry out the printing materials of the advertisement.

The process for the appointment of Consultants, Installers, Contractors, Printers, Electrician, Trimming Trees Contractor and etc shall be carry out by CPD and to be approved as the “Panel of Contractor, Consultant, Service Provider” on yearly basis.

The works under the category of “Panel List” will be rotated among the approved panel based on the “criteria” below:


1. Contract value awarded during the financial year.
2. Short notice availability for the assignment.

The work instruction will be issued by PME using the work instruction form (refer appendix 39) and approved by HOC.

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2.2 New Structure Application on Private Land / Government Land

1. PDE is to locate the suitable/marketable site that can generate maximum income for the company that meet the following criteria:-
 - i. Views
 - Capturing of motorist attention of around 8 to 10 second.
 - ii. Distance
 - Viewing distance of at least 500 meters.
 - iii. Traffic Flows
 - High traffic flows with a minimum of 10,000 road users per day.
 - iv. Technical & Engineering aspect
 - Suitability of the land for erection of Billboard Structure e.g. Soil Test & Land Condition.
 - Existence of services (TNB Cable, water pipe & etc.). Erecting any structure at these locations will cost higher through a lot of approval process.
2. PDE is to determine the jurisdiction of the land and to confirm that the proposed site is a Private land / Government Land.
3. PDE then has to locate the land's owner for further discussion by checking with:-
 - Land Office.
 - Surrounding neighbours.
4. After PDE has confirmed the jurisdiction of the land and the land owner's location, to liaise with the immediate superior to determine whether the proposed sites are suitable and met the company's requirement in terms of :-
 - Rental Rate.
 - Pricing & Cost.
 - Tenancy Duration.
 - Location.
5. PDE will arrange a meeting with the land owner for a preliminary discussion and if the land owner agrees for AASB to rent out the land, PDE has to carry out the following:-
 - i. Prepare a Letter of Intent to be sent to the Land Owner. **[Appendix 1]**
 - ii. Prepare proposal which contains the proposed rental amount, tenancy duration and etc. **[Appendix 2]**
 - iii. Prepare costing for erecting billboard at the proposed site. **[Appendix 3]**
 - iv. Arrange a site visit with the MSD.

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6. PDE then will prepare the final proposal by including financial analysis as prepared by the MSD to be forwarded to HOC for approval.
7. Once approval was obtained from HOC, PDE will proceed with the signing of the Tenancy Agreement with the Land Owner. **[Appendix 4]**
8. Should the land owner decline AASB's proposal, PDE will need to search for a new site.
9. After all the necessary steps with the Land Owner had been completed, PDE must then proceed with the application to the LC for their Planning Approval, Permit for the Structure and the Billboard License.
10. Related LC's departments are as follows:-
 - i. Planning Department for the Planning Approval. **[Appendix 5]**
 - ii. Building Department for the Permit Structure. **[Appendix 6]**
 - iii. License Department for the Billboard License. **[Appendix 7]**
11. PDE will liaise/prepare the documents as required as table below for approval by the relevant Department:

No.	Documents	Planning Department	Building Department	License Department
1	Form A - issued by Planning Department [Appendix 8]	X		
2	Official letter from the applicant via Town Planner [Appendix 9]	X		
3	Report of the proposed development (Laporan Cadangan Pemajuan, LCP) signed by Certified City Planner [Appendix 10]	X		
4	Form A (issued by Building Department) [Appendix 11]		X	
5	Copy of Planning Approval [Appendix 5]		X	
6	Design Calculations from Certified Engineers [Appendix 12]		X	
7	Visual of the proposed advertisement [Appendix 13]			X
8	Copy of Building Plans – Structure Drawing [Appendix 14]	X	X	
9	Copy of Company Profile [Appendix 15]	X	X	
10	Copy of Land Title [Appendix 16]	X	X	
11	Copy of Quit Rent [Appendix 17]	X	X	

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12	CD Containing Brief Report of the Proposed Development, Site Photos, Structure Plan and the Proposed Visual.	X	X	
13	Copy of Proposed layout plan signed by AASB and Certified City Planners [Appendix 18]	X	X	
15	Copy of Consent Letter/Agreement with the Land Owner [Appendix 4]	X	X	X
16	Copy of Valid Public Liability Insurance [Appendix 19]	X	X	X
17	Copy of Form 24 & 49 (Company Registration) [Appendix 20]	X	X	X
18	Site Plan containing latest photos - Current site development & environment [Appendix 21]	X	X	X

Note: X = Documents required.

12. PDE will then follow-up closely with LC to ensure that the “billboard license bill” can be issued as soon as possible. [Appendix 22]
13. A memo shall then be sent to the FD to prepare payment within 7 days for license payment upon receiving the license “bill”. [Appendix 23]
14. PDE has to collect the cheque from the FD and arrange the payments within 14 days on receipt of the license “bill” to the LC.
15. Refer to **Appendix 51** for flowchart.

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2.3 Erecting Of Billboard Structure

1. PME has to fill up an RQ for erecting the billboard and it will be verified by HOD and approved by HOC for CPD to carry out the tendering process based on the supporting documents as follows: **[Appendix 24]**
 - Copy of Approval Letter from LC. **[Appendix 25]**
 - Site Plan. **[Appendix 21]**
 - BQ. **[Appendix 26]**
 - Structure Drawing by Certified Consultant. **[Appendix 14]**
2. Upon approval by the Management, CPD will issue the Letter of Award (LOA) to the contractor. **[Appendix 27]**
3. PME will arrange for a site visit with the appointed contractor and discuss further for the works programme for the installation works.
4. PDD will monitor the installation work to ensure that the contractors appointed for the installation works will comply with all the “Sub-Contractors Policy & Regulation” e.g. wearing of Personal Protective Equipment (PPE) which is mandatory at the site.
5. Refer to **Appendix 52** for flowchart.

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2.4 Yearly Billboard License Renewal

2.4.1 The primary objectives for renewal of billboard license are:

1. To ensure all billboards are operating legally with a valid license.
2. To ensure all payment for the license renewal are being arranged before its expiry date to avoid being imposed with late charges fees.

2.4.2 **Renewal of Billboard License**

1. PDE is to refer to the Monitoring Reports to determine the license's expiry date of each billboard. **[Appendix 28]**
2. PDE is responsible to submit an application to renew the license with the related documents to the local authorities 30 days before the expiry date.
3. PME will arrange for a yearly inspection with the appointed Structural Consultant for them to produce the 'Certificate of Yearly Inspection' on the physical condition of the billboards structure. **[Appendix 29]**
4. For renewal purpose, PDE needs to compile and submit to License Department the necessary documents as follows:-
 - Letter for Renewal Permit Structure from AASB Approved Consultant. **[Appendix 30]**
 - Letter for verification of structural strength by Structural Consultant. **[Appendix 31]**
 - Copy of Valid Public Liability Insurance for one year January to December. **[Appendix 19]**
 - Copy of previous license and site rental. **[Appendix 7]**
 - Copy of Permit Structure Payment. **[Appendix 6]**
 - Covering Letter to LC. **[Appendix 50]**
5. PDE will then follow-up closely with LC to ensure that the "renewal license bill" is issued before the expiry date. **[Appendix 22]**
6. A memo shall then be sent to the FD to prepare payment within 7 days for license payment upon receiving the license "bill". **[Appendix 23]**
7. PDE to collect the cheque from the FD and arrange for the payments to be made to LC within 14 days on receipt of the license "bill".
8. Refer to **Appendix 53** for flowchart.



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2.5 Printing & Installation

2.5.1 Objective

To monitor and ensure that the printing and installation works are carried out according to the guidelines and comply with any regulations set by LC and to be completed on time.

2.5.2 Printing & Installation of Vinyl

1. PDD will initiate the above works upon receipt of IMS and all the supporting documents from the MSD. PME will not proceed with the printing and installation work if the supporting documents as listed below are not completed and certified. **[Appendix 32]**

The documents are as follows:

- Site plan & site photo. **[Appendix 21]**
 - New visual for installation. **[Appendix 13]**
 - Agreement with client (Signed by client & schedule 2). **[Appendix 33]**
2. PDC then will submit online application to Dewan Bahasa & Pustaka for their “Sijil Pengesahan Bahasa” of the visual (the online approval from DBP will take an average of 5 working days). **[Appendix 34]**
 3. Subsequence to the issuance of the “Sijil Pengesahan Bahasa” by DBP, PDE is to seek for LC approval on the visual by submitting the following documents:-
 - Application Letter to LC. **[Appendix 35]**
 - Site Plan. **[Appendix 21]**
 - Sample of Visual. **[Appendix 13]**
 - Certificate from DBP. **[Appendix 36]**
 4. PME has to prepare RQ form for “printing of visual” to be verified by HOD & approved by HOC for CPD to issue the PO form. **[Appendix 24 & 37]**
 5. Subsequence to the above approval, PDD is expected to receive instruction to proceed with printing works from the MSD.

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6. PDD will then advise the appointed printer through an email to proceed with the printing of visual as per the specification approved by the Client as details below:- **[Appendix 38]**
 - Printers Name
 - Color Version
 - Site No
 - Size
 - Dateline
7. Concurrently with the issuance of the RQ, the following documents are prepared by PME to be approved by the HOC:-
 - Work Instruction (WI) – for appointment of contractors from the approved panel list. **[Appendix 39]**
 - BQ **[Appendix 26]**
 - IMS **[Appendix 32]**
 - Record Of Work Instruction Issued **[Appendix 40]**
8. Once approved by HOC, PDD will advise the contractors to proceed with the installation of the visual as details below:- **[Appendix 41]**
 - Installer Name
 - Dateline
 - Site No
 - Size
9. Safety & Health Department will be informed of the installation works through email for their further action.
10. PDD will monitor the installation works to ensure that the contractors involved in the project and the installation works will comply with the “Sub-Contractors Policy & Regulation” especially with regards to wearing of Personal Protective Equipment (PPE) which is mandatory when working at site.
11. PDD will coordinate with the installer for photos proof within 3 working days after completion of the installation work.
12. Refer to **Appendix 54** for flowchart.



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2.6 Vandalism & Incidence

2.6.1 Objectives

The primary objectives in Vandalism & Incidence are to improve the method of installation & rectification work to ensure that potential Vandalism & Incidence cases are minimized and will not happen on site.

2.6.2 Rectification & Repair

1. PDD to receive reports of vandalism through:-
 - Routine Maintenance report from electrical contractor.
 - Complaints by Local Council
 - Complaints by public
2. PME to identify and verify vandalism & incidence cases such as:-
 - Type of vandalism & Incidence
 - Details of vandalism
 - Location of billboards
 - Photos of vandalism
3. All the vandalism and incidence are to be reported by PME to the nearest police station within 24 hours of the cases being detected.
4. PME will initiate the rectification process by preparing the following document:-
 - Work Instruction (WI) [**Appendix 39**]
 - Bill of Quantities (BQ) [**Appendix 26**]
 - Requisition Form (RQ) [**Appendix 24**]
5. The above documents will be verified by the HOD & submitted for approval by the HOC.
6. PME is to ensure that the rectification and repairing work is completed within 7 days for minor works and 10 days for major works on receiving the Work Instruction.
7. Refer to **Appendix 55** for flowchart.

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2.6.3 Insurance Claim

1. PME should officially inform of any case of vandalism to AIB to initiate the insurance claim. The documents & information needed for insurance claims are as follows:-
 - Type of vandalism & incidence
 - Location of billboards
 - Photos & Police reports [**Appendix 42**]
 - Estimated cost for rectification & repairing work
 - Claim Form [**Appendix 43**]
2. All the above documents are required to be submitted to AIB within 48 hours after the date of the police report.
3. PME will follow-up with AIB for an appointment with the Insurance Adjuster and further advice from AIB.
4. PME will record/update the List of Vandalism and Incidence cases for information to the HOD and HOC. [**Appendix 44**]
5. Refer to **Appendix 56** for flowchart.

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2.7 Maintenance of Billboard

2.7.1 Objective

To ensure all the billboards structures are technically safe and have complied with the requirements set by the Local Authorities.

2.7.2 Refurbishment

1. PME will arrange for a site visit with an appointed Structural Consultant to carry out technical inspection on the existing structure to determine its integrity whether the existing structures require any further strengthening/refurbishment.
2. To carry out any refurbishment, the following documents are required:-
 - Requisition Form (RQ) [**Appendix 24**]
 - Bill of Quantities (BQ) / Lump sum contract. [**Appendix 26**]
3. Once the above documents are approved by HOC, PME will liaise with CPD for calling of tender on the appointment of a contractor for the rectification works.
4. PME and the appointed consultant will monitor and inspect the refurbishment work to ensure it's been carried out according to the specifications.
5. On completion of the work, the appointed consultant will then prepare and submit the completion certificate to AASB within 7 days after the final inspection of the work. [**Appendix 45**]
6. Refer to **Appendix 57** for flowchart.



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2.8 Maintenance of Trees

2.8.1 Objective

Trimming of trees are regularly carried out to ensure that the road user or pedestrian can have unobstructed view of the billboard at all times.

2.8.2 Trimming Process

- PME is to identify & determine the followings:-
 - Location of the trees and its photos
 - Quantity or number of trees to be trimmed
 - Types of trees to be trimmed
- Upon identification of the trees, PME is to prepare the documents below:-
 - Work Instruction (WI) [**Appendix 39**]
 - Bill of Quantities (BQ) [**Appendix 26**]
 - Requisition Form (RQ) [**Appendix 24**]
- The above documents will be verified by the HOD and submitted to HOC for approval.
- PME will apply the work permit from the local authority, police and LLM prior to commencement of the work. [**Appendix 46**]
- PME will monitor the work's progress by the contractor to ensure its compliance to the regulation and requirements as specified in the work permit.
- Upon completion of the trimming works, PME will inspect the site to make sure that the trees are trimmed according to the pattern approved by the relevant authorities.
- Refer to **Appendix 58** for flowchart



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2.9 Claim Process

Claim Process for all related work under AASB for the following contractors and suppliers are based on the following documents as Table below:-

Refer to **Appendix 59** for the sample of the Claim Certificate.

No	Documents	Trimming Trees	Consultant	Land Surveyor	Town Planner	Installer	Printer
1	Invoice [Appendix 47]	X	X	X	X	X	X
2	CPC [Appendix 48]		X	X	X	X	
3	Certificate of Completion from Certified Consultant [Appendix 45]		X			X	
4	Copy of Letter Award [Appendix 27]					X	
5	Photo as a Proof	X				X	
6	Copy of WI [Appendix 39]	X	X	X	X	X	
7	Copy of MWO [Appendix 49]					X	

Note: X = Documents required.



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2.10 Retention Money

1. Upon receive of the Letter from the contractor claiming for their retention money, PME is to prepare the CMGD.
2. PME is to forward the CMGD to HOD together with copy of LOA for approval.
3. PME then will forward these documents to CPD for their further action.
4. Please refer to the SOP by CPD, under Post-Contract, item No 8, Final Account (FA).

