



**CIRCULAR TO SHOPPING CENTRES/RETAILERS  
(KLANG VALLEY ONLY)**

**URGENT ! URGENT !**

11 June 2009

Dear Members

**MALAYSIA MEGA SALE CARNIVAL (MMSC), JULY 2009**

**4 July to 31 August 2009**

**Theme: 'Malaysia, Your Shopping Oasis'**

- 1) *Best Window Display Contest, MMSC July 2009*
- 2) *MMSC Shopping Centre Awards, July 2009*

Greetings from PPK Malaysia !

As you may aware, the forthcoming nation-wide sale, MMSC 2009, will commence as per the abovementioned period and Tourism Malaysia has planned activities to support the event throughout the said period.

PPK Malaysia has been requested to organize the above 2 events on behalf of Tourism Malaysia and accordingly, self-explanatory details of the above contest and awards i.e. Guidelines and Entry Form, are attached for your consideration and participation.

On behalf of Tourism Malaysia, we would like to earnestly seek your kind support and close co-operation to participate in the said events in order to make MMSC 2009 even more successful. Therefore, we look forward to the submission of your entries on or before the **deadline of Friday, 26 June 2009** so that we may plan logistics accordingly.

For your further information, late night sales have been planned at participating malls for Saturday 4 July 2009 whilst the official launch will be held on Sunday, 5 July, to be officiated by Y.A.Bhg. Datin Paduka Seri Rosmah Mansor, wife of Prime Minister, Malaysia. Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS (PPK) MALAYSIA**

**JOYCE YAP**

President

**Persatuan Pengurusan Kompleks (PPK) Malaysia**

Malaysian Association for Shopping and Highrise Complex Management  
A113, 1<sup>st</sup> Floor, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor  
Tel: (03) 7727 6202, 7727 6232 Fax: (03) 7727 6203  
E-mail: [ppkmash@tm.net.my](mailto:ppkmash@tm.net.my) Website: [ppkm.org.my](http://ppkm.org.my)

**MALAYSIA MEGA SALE CARNIVAL (MMSA) 2009  
GUIDELINES FOR BEST WINDOW DISPLAY CONTEST 2009  
Theme: MALAYSIA, YOUR SHOPPING OASIS**

1 **Theme:**

The theme shall be **MALAYSIA, YOUR SHOPPING OASIS** i.e. it must be festive, striking, vibrant and colourful to entice shoppers to spend. It must show that Malaysian retailers have a large variety of merchandise catering to everyone. The display shall have a central thread or thought running throughout the decor etc.

2 **Duration:**

The window displays for all shop fronts of participating outlets in shopping centres shall be completed and displayed for the *minimum duration* from **(Saturday, 4 July – Monday, 31 August 2009) (both days inclusive)**.

3 **Categories:**

There will be a total of 3 categories as follows:

- Departmental Stores
- Specialty Stores (eg. fashion & accessories etc.)
- Food & Beverage Outlets

4 **Prizes:**

Prizes to be awarded by Tourism Malaysia for each of the 3 categories above shall be as follows:

- Best in Innovative Display : trophy + certificate
- Best in Merchandise Marketing: trophy + certificate
- Best in Sales Promotions: trophy + certificate

5 **Costs:**

ALL costs for the display shall be borne by the participating outlets.

6 **Criteria for the Decor:**

- The objective of the décor is to create an exciting MEGA SALE CARNIVAL ambience at shopping centres' business outlets i.e. colour, decorative items, merchandise etc.
- The display shall convey the theme of "**MALAYSIA, YOUR SHOPPING OASIS**".
- Scoring shall be based on external décor eg. window display at the shop front

7 **Additional Considerations**

- Front line staff and personnel of shopping centres and their outlets are encouraged to be dressed in theme/colours/motifs (wherever applicable)
- Brand/merchandise knowledge
- Customer service

8 **Judging Dates:**

**Judging will be conducted between 10 a.m. to 10 p.m. from Monday, 6 July to Friday, 10 July 2009** (both days inclusive) and the schedule will be informed to all participants at least four (4) days in advance. Kindly note that the estimated time allotted for the Panel of Judges at each outlet shall be not more than 20 minutes. Subject to the number of participants, the Panel of Judges reserves the right to survey only shortlisted participants.

9 **Results & Presentation**

Date of announcement of results will be advised in due course (details to be advised).

10 The decision of the judges is final and no correspondence will be entertained.

11 **Closing date for participation:**

Friday, 26 June 2009

Date: .....

TO: PPK Malaysia  
 A113, 1<sup>st</sup> Floor, Block A  
 No. 1, Jalan SS20/21, Damansara Intan, 47400 Petaling Jaya

Fax: 03-7727 6203

**MALAYSIA MEGA SALE CARNIVAL (MMSA), JULY 2009**  
**4 July to 31 August 2009 - Theme: 'Malaysia, Your Shopping Oasis'**

**1) Best Window Display Contest, MMSA July 2009**

Departmental Stores*	Specialty Stores*	Food & Beverage Outlets*

*\*please tick (✓) the relevant category*

We are pleased to inform you of our participation in the above contest and undertake to decorate our shopping centre lobby/concourse area accordingly from **Saturday, 4 July – Monday, 31 August 2009) (both days inclusive).**

	Name and address of Outlet: (Lot No./Floor level)	.....
	Name of Shopping Centre	.....
	Name of Company Location / Address Telephone & Fax Nos. Email address	..... ..... ..... .....
	Details of contact person Handphone & Office Tel. No. Email address Designation	Mr/Ms..... ..... ..... .....

Yours faithfully

Signature:.....

Company Stamp:

Name: .....

Designation: .....

**CLOSING DATE: Friday, 26 June 2009**

**MALAYSIA MEGA SALE CARNIVAL (MMSC) 2009**  
**MMSC SHOPPING CENTRES AWARDS, JULY 2009: GUIDELINES**  
**Theme: MALAYSIA, YOUR SHOPPING OASIS**

1 **Theme:** Shopping centres shall be decorated with the theme *MALAYSIA, YOUR SHOPPING OASIS* i.e. both the exterior and interior of the mall will be festive, bright, striking, attractive, vibrant and colourful. The malls are also required to organize events and activities etc. together with their business outlets to make shopping both attractive and conducive for MMSC, July 2009.

2 **Duration:**

Participating shopping centres will be required to support MMSC 2009 with décor and activities etc. for the *minimum duration* from **Saturday, 4 July – Monday, 31 August 2009 (both days inclusive)**.

3 **Categories:**

There will be a 2 categories for shopping centres in the KLANG VALLEY as follows:

- CBD shopping centres
- Suburban shopping centres

4 **Prizes:**

Prizes to be awarded by Tourism Malaysia for each of the 2 categories above shall be as follows:

- Best in Thematic Decoration (overall including indoor and outdoor décor etc.): trophy + certificate
- Best in Promotions & Events: trophy + certificate

5 **Costs:**

ALL costs for the décor and activities etc. shall be borne by the participating shopping centres.

6 **General Criteria:**

- The objective of the décor is to create an exciting, vibrant and festive shopping ambience at the malls i.e. through lightings, colour, music, events etc. for MMSC, July 2009
- The décor display shall convey the theme of *MALAYSIA, YOUR SHOPPING OASIS*.
- Scoring shall be based on 2 main sections:
  - (1) External and internal décor eg. building façade, perimeter areas, walls, approach roads etc. and lobby, concourse, shop fronts etc.
  - (2) Events, activities and promotions (giveaways, vouchers/coupons, discounts, PWP, GWP etc.)

7 **Additional Considerations**

- Advertising/media campaign including below-the-line and above-the-line
- Front line staff and personnel of shopping centres are encouraged to be dressed in the malls' lighting theme/colours/motifs (wherever applicable).
- Retailers and other business outlets in the shopping centres are also encouraged to have attractive window displays and promotions etc. according to the theme during this period
- Customer service

8 **Judging Dates:**

**Judging will be conducted between 10 a.m. to 10 p.m. from Monday, 6 – Friday, 10 July 2009** (both days inclusive) and the schedule will be informed to all participants at least four (4) days in advance. Kindly note that the estimated time allotted for the Panel of Judges at each shopping centre shall be not more than 60 minutes.

9 **Write Up**

All participating malls will be required to forward a write up comprising of not more than 500 words on their display and activities. This has to reach PPK Secretariat via email not later than **Friday, 26 June 2009 (i.e. together with your entry form)** for the judges' perusal.

10 **Results & Presentation**

Date of announcement of results will be advised in due course (details to be advised).

11 The decision of the judges is final and no correspondence will be entertained.

12 **Closing date for participation:**

Friday, 26 June 2009

Date: .....

TO: PPK Malaysia  
 A113, 1<sup>st</sup> Floor, Block A  
 No. 1, Jalan SS20/21, Damansara Intan, 47400 Petaling Jaya

Fax: 03-7727 6203

**MALAYSIA MEGA SALE CARNIVAL (MMSC), JULY 2009**  
**4 July to 31 August 2009 - Theme: 'Malaysia, Your Shopping Oasis'**

**2) MMSC SHOPPING CENTRES AWARDS, JULY 2009**

CBD*	Suburban*

*\*please tick (✓) the relevant category*

We are pleased to inform you of our participation in the above and undertake to support MMSC 2009 with décor (external & internal) and activities etc. for the *minimum duration* from **Saturday, 4 July – Monday, 31 August 2009 (both days inclusive)**.

	Name of Building/ Complex	.....
	Name of Company Location / Address Telephone & Fax Nos. Email address	..... ..... ..... .....
	Details of contact person  Handphone & Office Tel. No.  Email address  Designation	Mr/Ms..... ..... ..... .....

Yours faithfully

Company Stamp

.....  
 Authorised Signatory

Name: .....  
 Designation: .....

**CLOSING DATE: Friday, 26 June 2009**