

JKR ARCHITECTS' BUSINESS PLAN 2012-2015



STATUS REPORT 2014 - SEPTEMBER 2015

Theme: Co-creative Customer Experience

Sponsor	Owner	Initiative	Doer
Tn Hj Yyuri Muji	<ul style="list-style-type: none"> Abdul Rahman Ambari Nik Ainun Zanariah Nik Abd. Rashid Ar Hj Mohd Annuar Ngah Kamaruddin Nawawi Abd. Gaffar Abu 	Market our service effectively	<ul style="list-style-type: none"> Narima Hanim Zainal Abidin Effendi Mohd Sood
		Implement Manual Senibina	<ul style="list-style-type: none"> Ar Wan Norisma Wan Ismail Azlita Othman
		Develop “Becoming Customer-Centric” program for all level of staff to transform the mindset of the workforce	<ul style="list-style-type: none"> Zainal Fitri Hassan Norliza Kadir



JKR Architects aim to further enhance customers' experience by valuing their active participation and contributions in our architectural design creations. We will improve our design processes to nurture this co-creative approach to achieve a Shared Goal.

*JKR Architects' Strategic Framework
2012-2015*

THEME 2



CO-CREATIVE
CUSTOMER
EXPERIENCE

INITIATIVES

MARKET OUR
SERVICES
EFFECTIVELY

IMPLEMENT
MANUAL
SENIBINA

DEVELOP "BECOMING CUSTOMERS-CENTRIC"
PROGRAM FOR ALL LEVEL OF STAFF TO
TRANSFORM THE MIND-SET OF THE WORKFORCE

1

PUBLISH ARCHITECTURAL BULLETINS
– 3 Volumes published

2

DEVELOP STAKEHOLDER MANAGEMENT
PROGRAM

ARCH PRODUCT EXHIBITIONS:

- International Invention & Innovation Exhibition (ITEX 2015)
- 43rd International Exhibition of Inventions of Geneva 2015
- Konvensyen KIK JKR 2015
- Malaysia Technology Expo 2014



THEME 2



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MANUAL SENIBINA

- Soft Launching - November 2014
- 100% Completed – July 2015
- Distributed – September 2015
- Awareness Programme & Facilitation



THEME 2



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PROGRAMS ON CUSTOMER-CENTRIC WORKFORCE & KNOWLEDGE SHARING PROGRAMS - 6 in 2015



- Islamic Approach on Planning Architecture & Landscape
- Pengenalan Asas Senibina Landskap
- Universal Design
- Seminar Reka Bentuk Lestari
- Seminar Salutogenic Design Approach in Healthcare Facilities
- Seminar Peranan Profesional JKR Dalam Proses Cadangan Pemajuan (PCP)

The End