



# PPPMB Integrated Strategic Plan 2024-2029

Vision: To be the successful and prominent organization that enables the success of Malay entrepreneurs, stimulates economic progress, and maintains the cause of the country of Brunei people's well-being.

## Guiding Principles: G-R-O-W-T-H

- **Governance:** Upholding governance ensures ethical practice, accountable decision making, and institutional integrity.
- **Responsibility:** Embracing responsibility led to environmentally-awareness, social consequence, and long-term success for the company.
- **Outreach:** Conducting outreach reinforces the relationships within the community, models social responsibility, and increases the organization's positive impact.
- **Well-being:** Prioritizing members' well-being creates caring and supportive culture that makes every member feel important and successful.
- **Teamwork:** Fostering teamwork helps build synergy, the sharing of ideas, and collective effort for more success.
- **Harmony:** Maintaining the organization and outside relations with harmony creates positive and productive work environments for all.

Prioritizing GROWTH at the organization at all levels will ensure that it becomes a successful and influential society

## Key Objectives:

1. Enhance Member Engagement
2. Foster Financial Security
3. Expand Business Opportunities and Trade Activities
4. Strengthen Member Support System
5. Encourage an empathetic culture that cares