

VISION OF BNI MALAYSIA

To establish BNI as a brand recognized by the business community and a Premier business network in Malaysia



GOALS

by year 2010

- To assist 2,500 business people to participate and increase their profits through BNI;
- To generate RM200 million worth of business per annum within the network;
- To deliver the expectations of members by increasing number of qualified referrals; to 2 referrals per members per week;
- To increase the average chapter size to 30 participants per chapter; and
- To generate 50% external referrals in every chapter.



CULTURE

- To encourage a continuous learning culture among business professionals and become proficient in the word-of-mouth marketing process.



BNI DIRECTORS

- To have a professional, focused and well-trained team of BNI Chapter Directors to introduce the platform, vision and mission of BNI; and
- To have a dedicated team of directors to assist members to achieve their expectations.



TO ACHIEVE THE ABOVE WE NEED,

- To create a harmonious, caring, co-operative, supportive and professional environment of operation within BNI;
- To attract quality business people to join the network;
- To ensure members understand the philosophy of Givers Gain through education and practice;
- To have well-educated and informed members to practise the word-of-mouth business acquisition technique (WOMBAT); and
- To have professional, dedicated and well-trained Leadership Teams.

THE WORLD'S LARGEST REFERRAL ORGANIZATION

BNI is a business and professional networking organization that offers its members the opportunity to share ideas, contacts and most importantly, referrals. With 100,000 members in 40 countries, BNI members exchanged 5.5 million referrals in 2007, translating to USD2.2 billion in business. BNI meets in various locations in Malaysia—Klang Valley, Penang, Johor, Melaka, Kedah and Kota Kinabalu. BNI Malaysia is located at Wisma WIM, Jalan Abang Haji Openg, Taman Tun Dr Ismail, Kuala Lumpur. BNI Johor is located at Taman Pelangi Indah, Ulu Tiram Johor.
For more information on BNI, email info@bnimalaysia.com

www.bnimalaysia.com

BNI

BNI