

Vendor Development Programme (VDP)

Frequently Asked Questions (FAQ)

1. What is the Vendor Development Programme (VDP)?

The Vendor Development Programme (VDP) is an initiative by MARii designed to enhance the capabilities and competitiveness of automotive vendors in Malaysia. It focuses on improving business performance, operational efficiency, and overall industry standards through structured development programmes.

2. What are the key components under the VDP Programme?

The VDP Programme is divided into two main components:

- Automotive Supplier Excellence Programme (ASEP) – focuses on business excellence, leadership, and strategic management
- Lean Production System (LPS) – focuses on operational excellence through lean manufacturing practices

These components help companies improve both management and production capabilities.

3. Who is eligible to participate in the VDP Programme?

The programme is targeted at:

- Automotive vendors and manufacturers
- Business owners, production managers, and quality professionals
- Industry players seeking to improve operational and business performance

Participants typically include companies within the automotive supply chain aiming to scale and compete globally.

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4. What are the benefits of joining the VDP Programme?

Participating companies can:

- Improve efficiency, productivity, and quality management
- Adopt global best practices and lean manufacturing techniques
- Strengthen leadership, strategy, and workforce capabilities
- Enhance competitiveness in both local and international markets

The programme also supports innovation and continuous improvement within organisations.

5. How does the VDP Programme support the automotive ecosystem?

VDP plays a key role in building a stronger and more competitive vendor ecosystem by:

- Developing high-performing local suppliers
- Supporting OEM requirements and industry standards
- Encouraging innovation, sustainability, and technological adoption

This contributes to Malaysia's goal of becoming a competitive automotive hub in the region.