

# The regenerative power of family businesses:

Transgenerational entrepreneurship

## Global family business report

Country benchmarking data — Malaysia

March 2022



“

Family businesses are developing new capabilities to continuously create value and maintain a sustainable competitive advantage from generation to generation.”

## INTRODUCTION

# Country benchmarking data – Malaysia

Many family businesses are continuing to successfully navigate the challenges of the pandemic, while also embracing new challenges and opportunities to take their businesses in bold new directions. They are keeping their founder's entrepreneurial spirit alive. And they are developing new capabilities to continuously create value and maintain a sustainable competitive advantage from generation to generation.

The STEP Project Global Consortium and KPMG Private Enterprise came together to explore the reasons behind this “regenerative superpower” of family businesses, with data collected from 2,439 family business leaders in an in-depth survey conducted in 70 countries between September and November 2021.

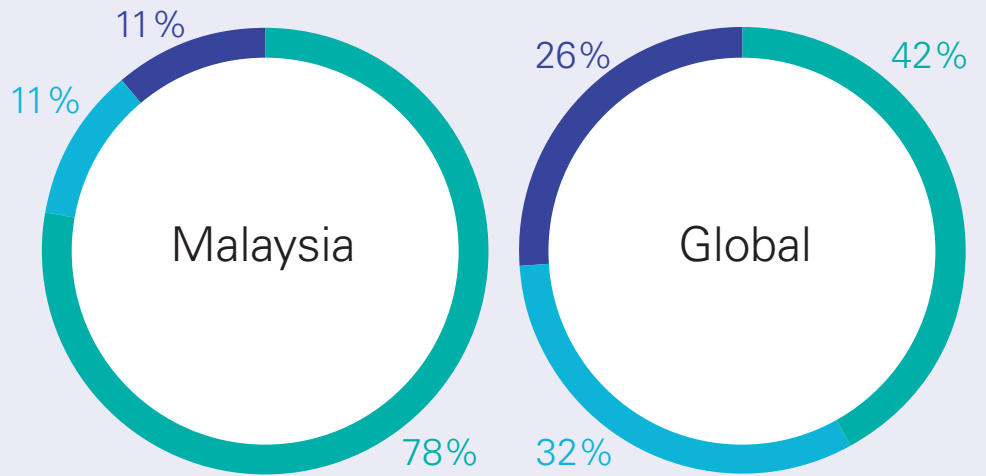
In this country benchmarking report, we highlight important characteristics of family businesses such as their

entrepreneurial capabilities and the family's identification and emotional attachment to the business, which contribute to their financial, social and family performance. This report makes it possible for you to compare your family business characteristics with others in your own country and or jurisdiction as well as those across Europe, the Americas, Asia Pacific and Middle East & Africa.

By comparing your business with others in your country and around the world, you have the opportunity to identify areas for improvement as well as those areas where you may already have a competitive advantage to sustain.

Please be advised that this benchmarking report should not be read in isolation to the global family business report *The regenerative power of family businesses: Transgenerational entrepreneurship*.

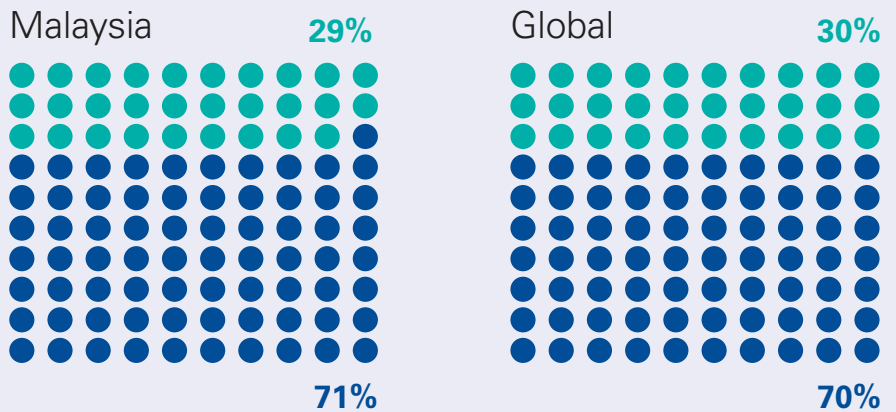
## What is the size of your business?



Region	Small (employees < 50)	Medium (50 ≤ employees < 250)	Large (employees ≥ 250)
Europe	42%	34%	24%
The Americas	48%	30%	22%
Asia Pacific	33%	30%	37%
Middle East & Africa	31%	46%	23%

■ Small (employees < 50) ■ Medium (50 ≤ employees < 250) ■ Large (employees ≥ 250)

## How many businesses do you operate?

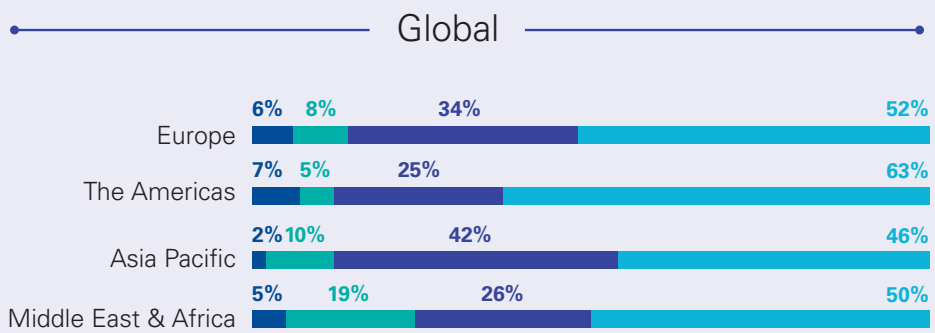
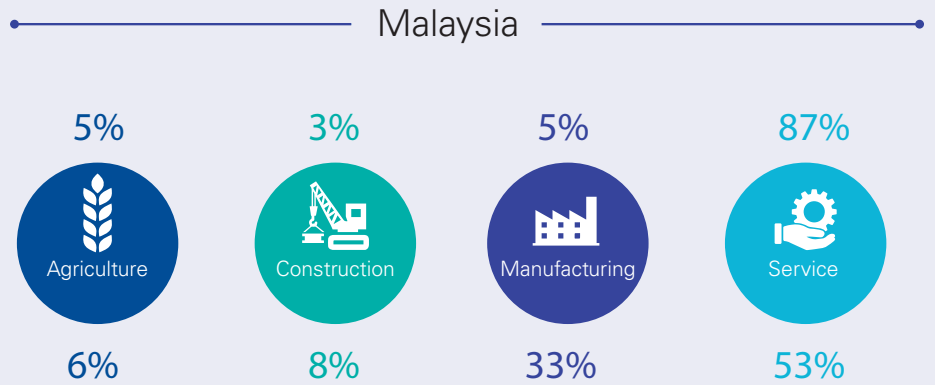


Region	Multi-business	Mono-business
Europe	25%	75%
The Americas	37%	63%
Asia Pacific	29%	71%
Middle East & Africa	28%	72%

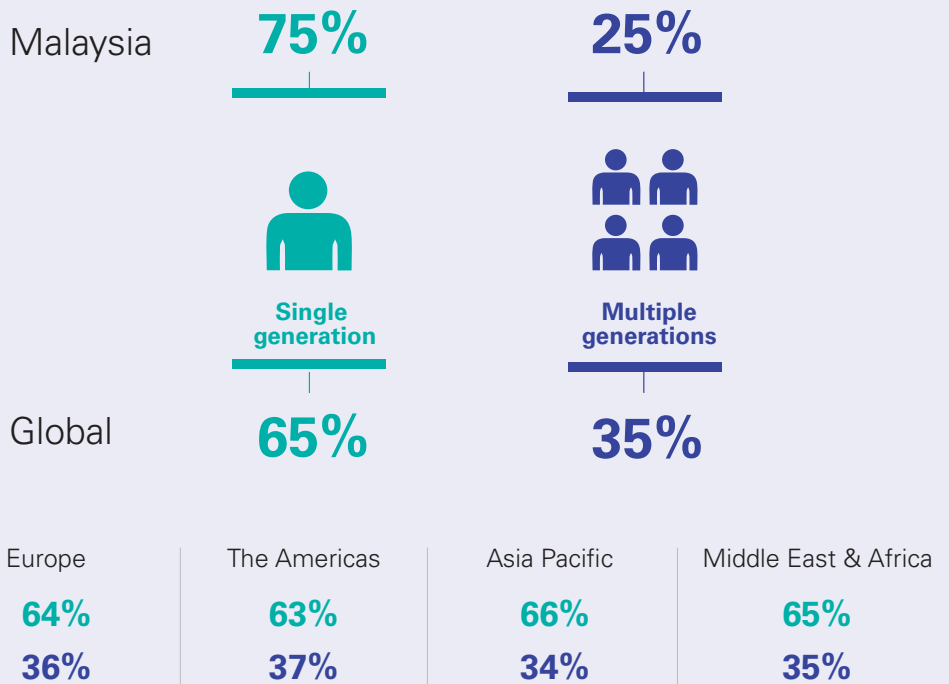
● Multi-business ● Mono-business

Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

## What is the main industry of your business?

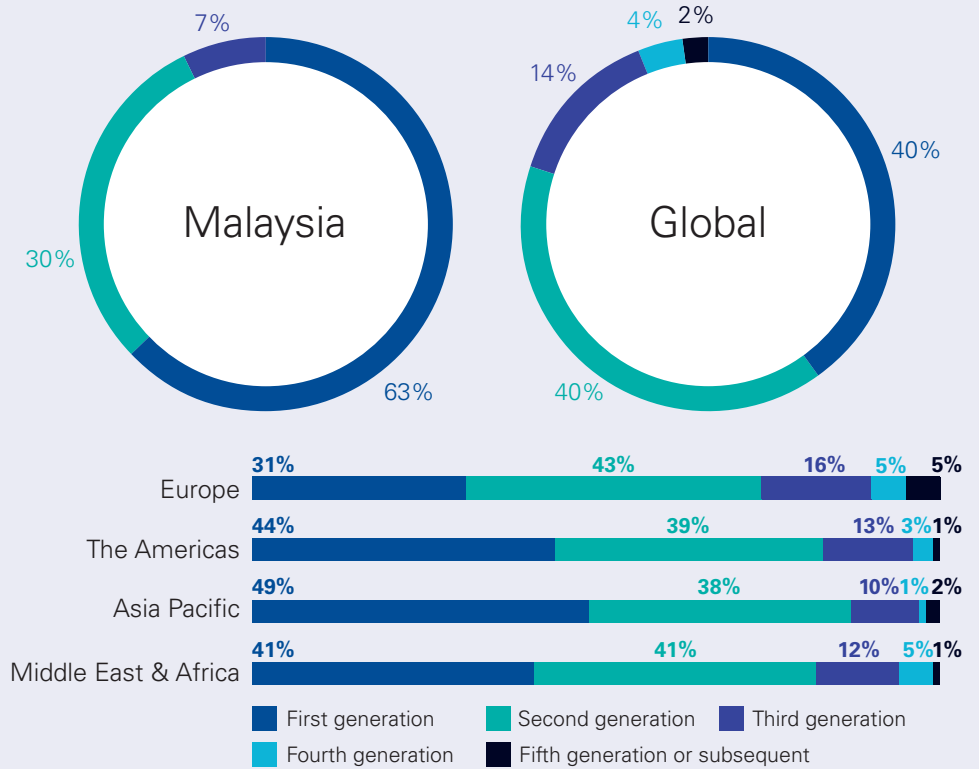


## How many generations are currently active in the business?

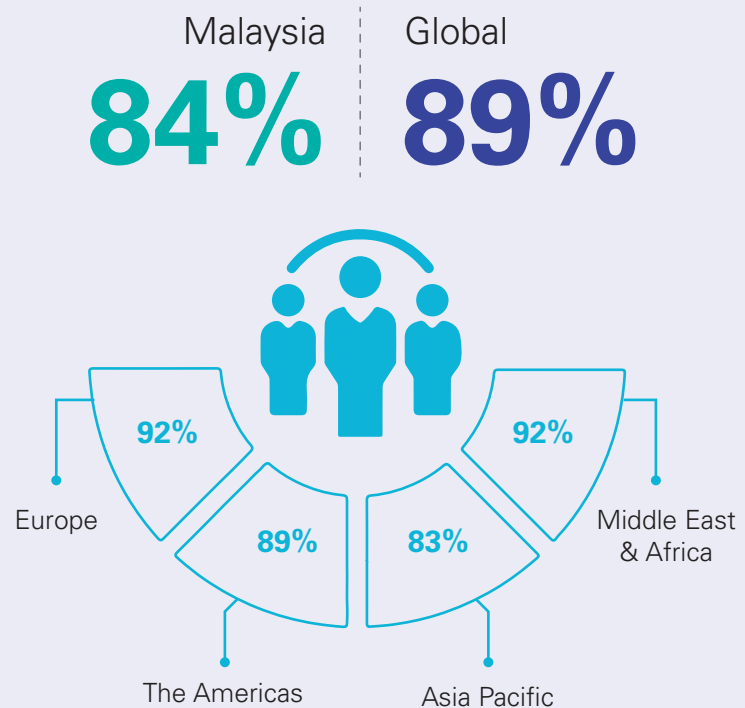


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

## What generation is currently managing the business?

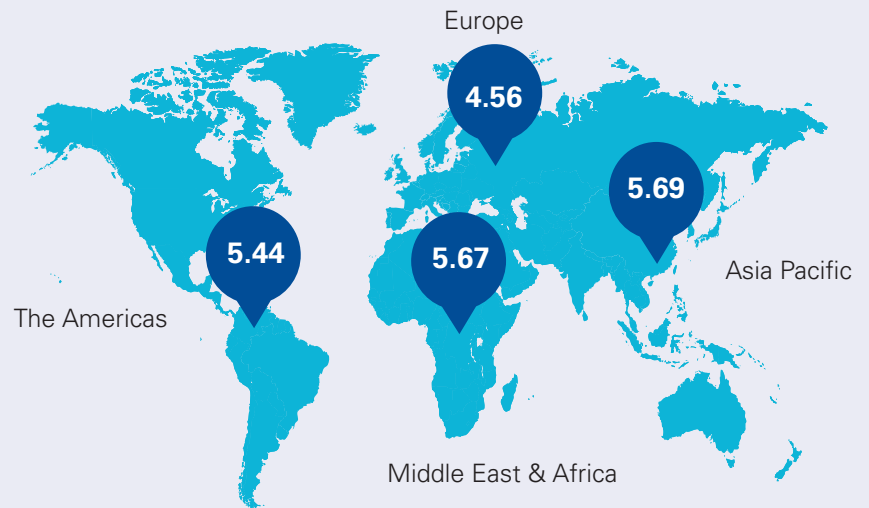


## What percentage of the company shares are owned by the family?

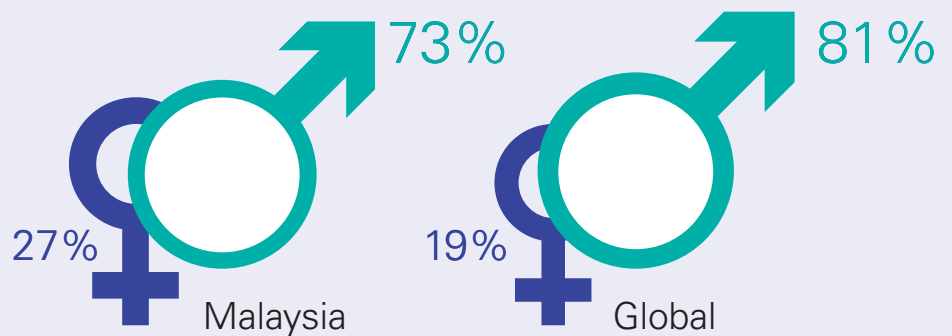


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

**How many individuals in the family (on average) own shares?**



**What is the gender of the current CEO?**



Region	Male (%)	Female (%)
Europe	82%	18%
The Americas	75%	25%
Asia Pacific	86%	14%
Middle East & Africa	84%	16%

■ Male ■ Female

Note: All survey respondents opted to identify themselves as male or female.

Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

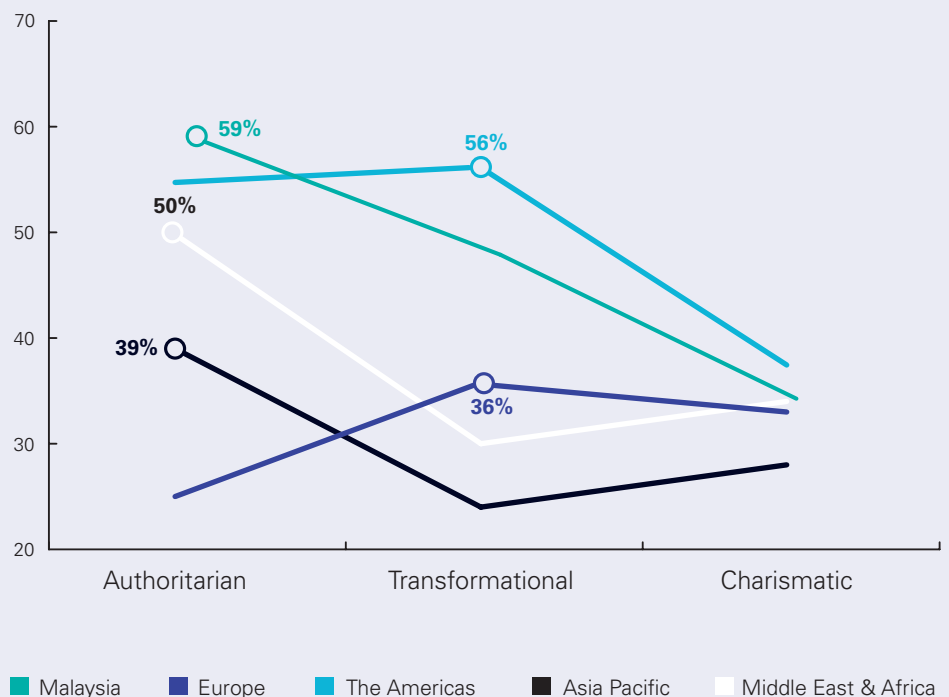
# Preferred leadership styles

Leaders have a direct influence on the prevailing culture and strategies of family businesses. No leader has only one style of leading, and it changes depending on the age and stage of the business and the economic, social and business environment.

Three leadership styles and their prevalence in family businesses are highlighted below:

- **Authoritarian** — paternalistic and reflected in powerful authority, consideration for subordinates and moral leadership
- **Transformational** — the ability to transform or change the basic values, beliefs and attitudes of followers so they are willing to perform beyond expectations
- **Charismatic** — the ability to motivate and inspire followers who show trust in the leader, a sense of collective identity and empowerment.

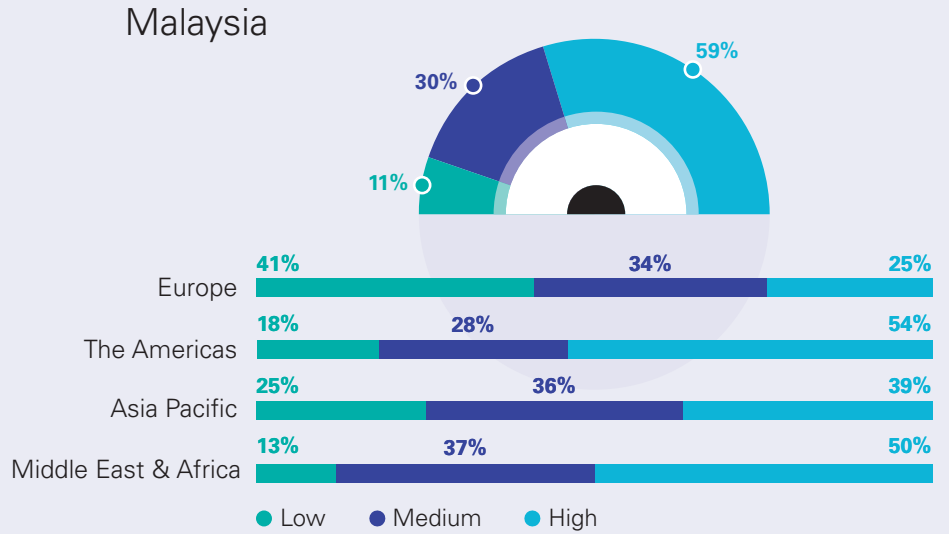
What is the prevalent leadership style in your family businesses?



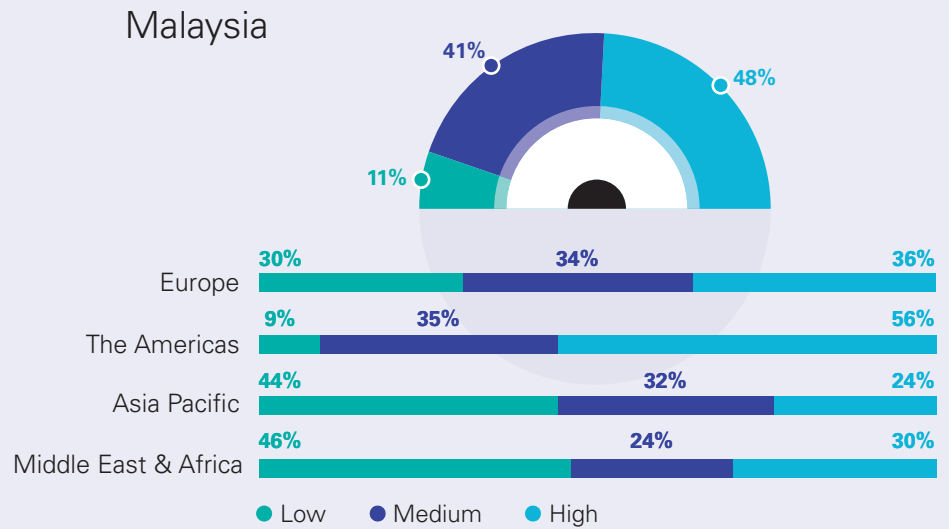
Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses



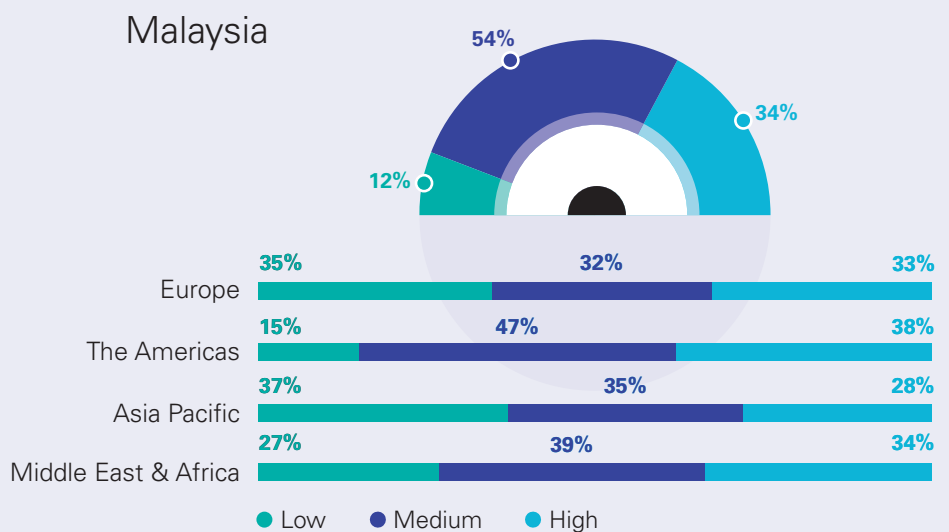
How prevalent is the **authoritarian** leadership style in your family business?



How prevalent is the **transformational** leadership style in your family business?



How prevalent is the **charismatic** leadership style in your family business?



Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

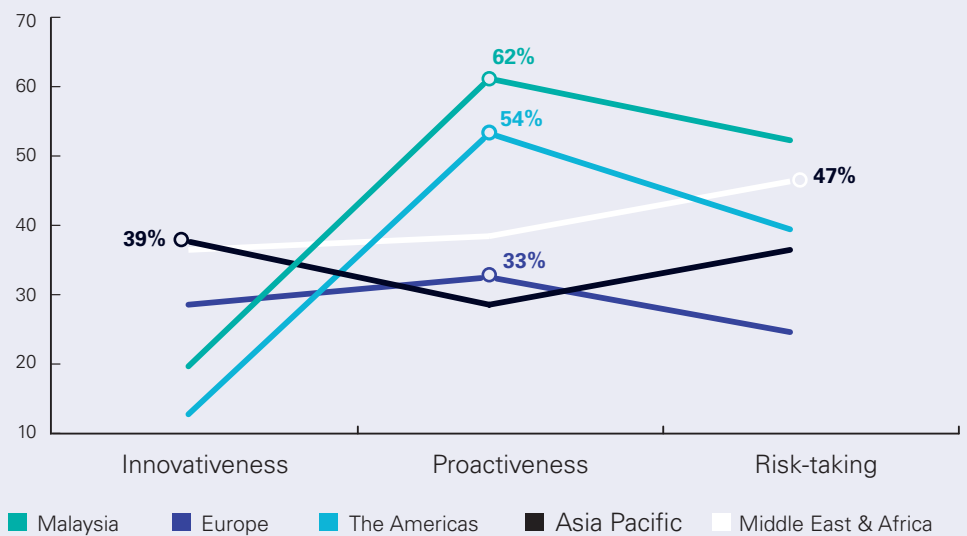
# The entrepreneurial capability of family businesses

Continuous entrepreneurialism is a source of sustained competitive advantage in family businesses because it is built on two factors that are difficult to imitate: the capabilities and resources of the family itself and the company's entrepreneurial heritage. Entrepreneurial orientation has three main dimensions:

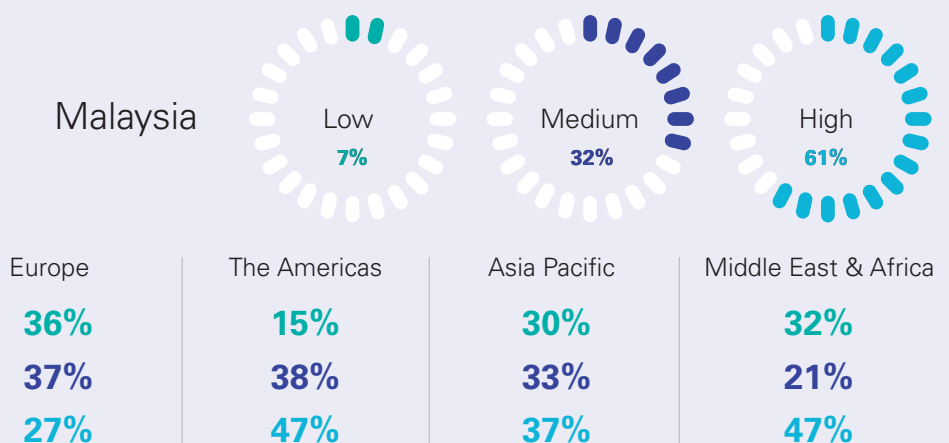
- **Innovativeness** — the propensity to invest in the research and development of new products and services and operating practices
- **Proactiveness** — the ability to seize new opportunities, anticipate future market demand and shape the competitive environment expectations
- **Risk taking** — the company's propensity to take large risks that may also have high potential returns.

Overall levels of entrepreneurialism and in each of the three dimensions are highlighted below.

## Entrepreneurial orientation dimensions

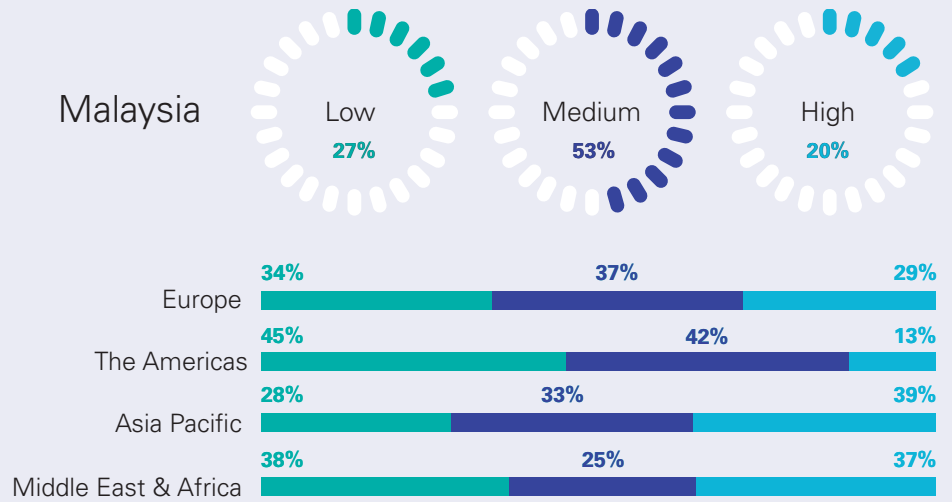


What is the overall level of **entrepreneurial orientation** in your family business?

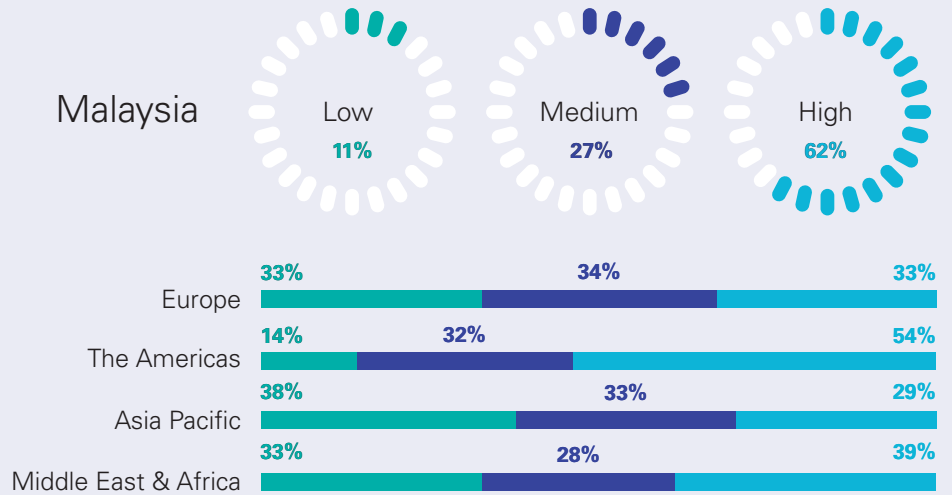


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

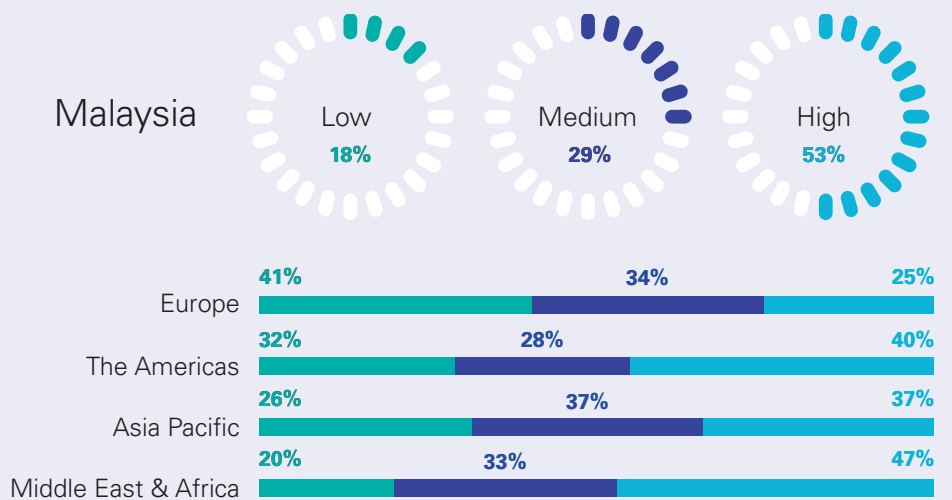
What is the level of **innovativeness** in your family business?



What is the level of **proactiveness** in your family business?



What is the level of **risk taking** in your family business?



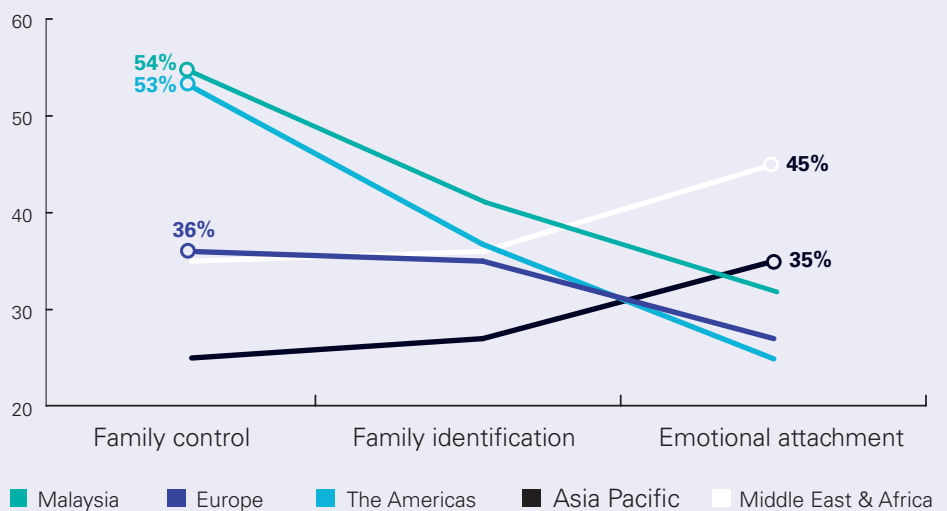
Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

# Family control and influence

A second important factor for sustaining continuous entrepreneurship is the family's "socioemotional wealth" — the emotional value that the family derive from owning and managing the business.

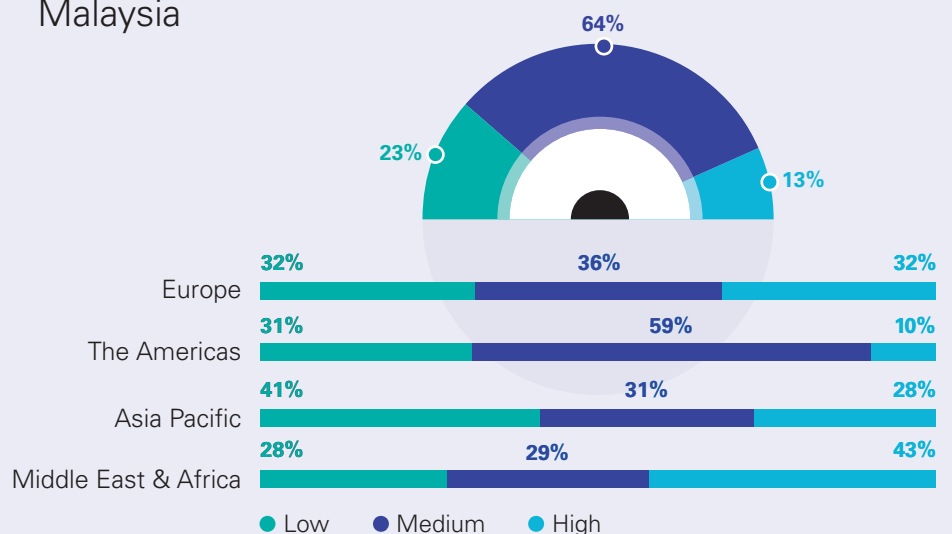
Socioemotional wealth reflects the unique ways in which families look at problems and how their actions might be affected by three important characteristics: the family's **control and influence**, their **identification** with the family business and their **emotional attachment**.

## Socioemotional wealth dimensions



What is the overall level of **socioemotional wealth** in your family business?

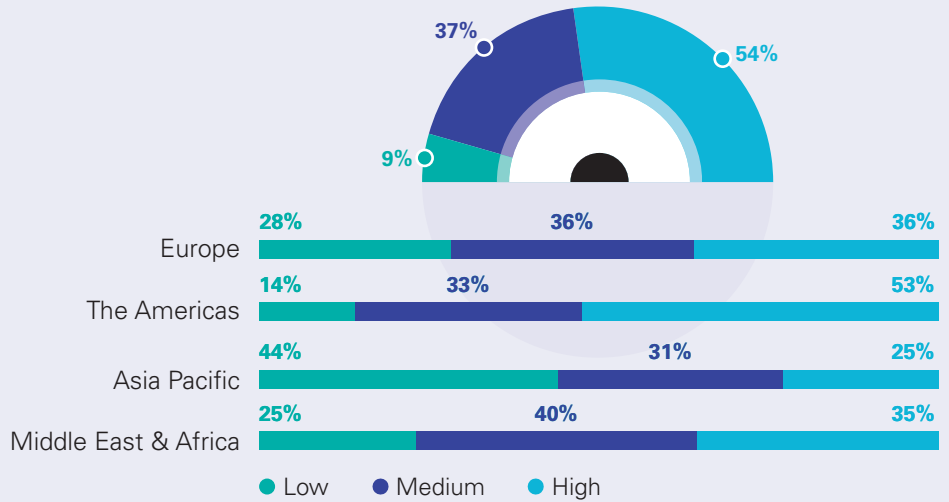
## Malaysia



Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

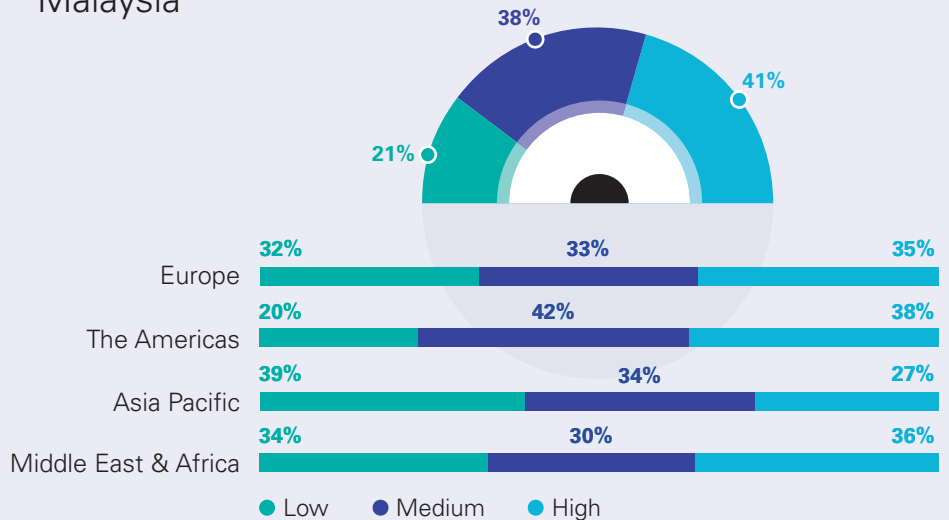
What is the level of family **control and influence** in your business?

### Malaysia



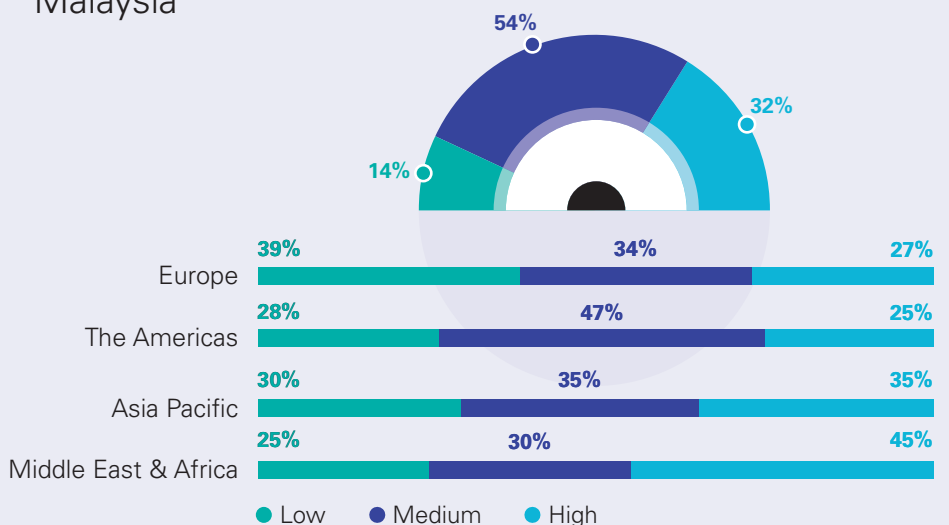
What is the level of your family's **identification** with the business?

### Malaysia



What is the level of your family's **emotional attachment** to the business?

### Malaysia

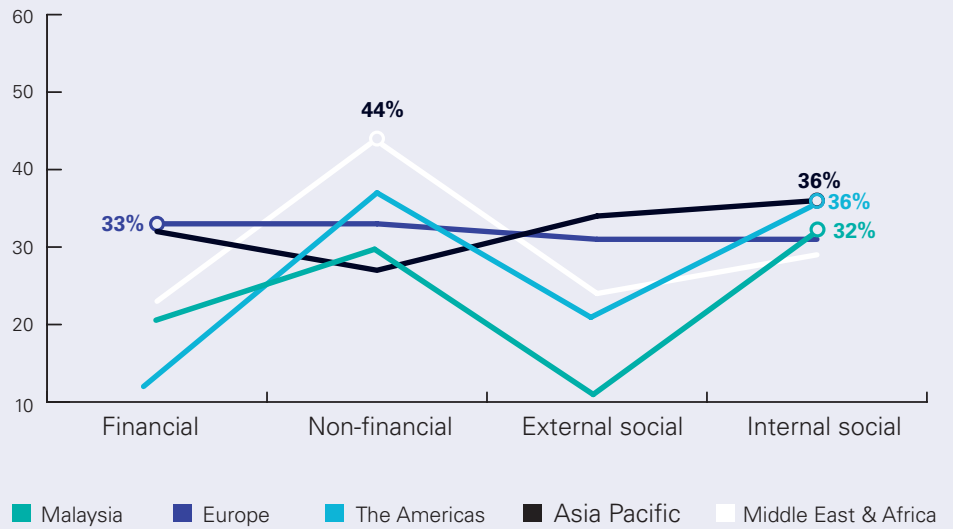


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

# Measures of success

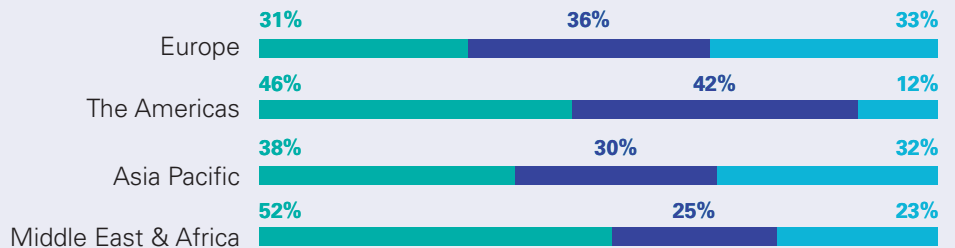
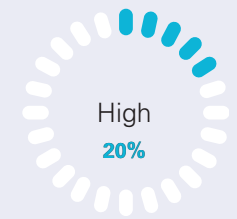
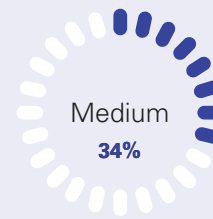
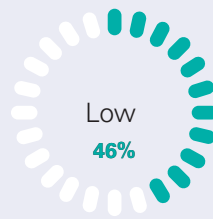
Strong financial results are important for the sustainability of family businesses. However, maintaining the founder's vision, a culture of entrepreneurialism and a reputation as responsible owners are equally important measures that are captured in four areas of performance: **non-financial** (family loyalty and support), **internal social** (such as innovative/diverse hiring practices); **external social** (such as environmental impact); as well as **financial** results.

## Performance dimensions



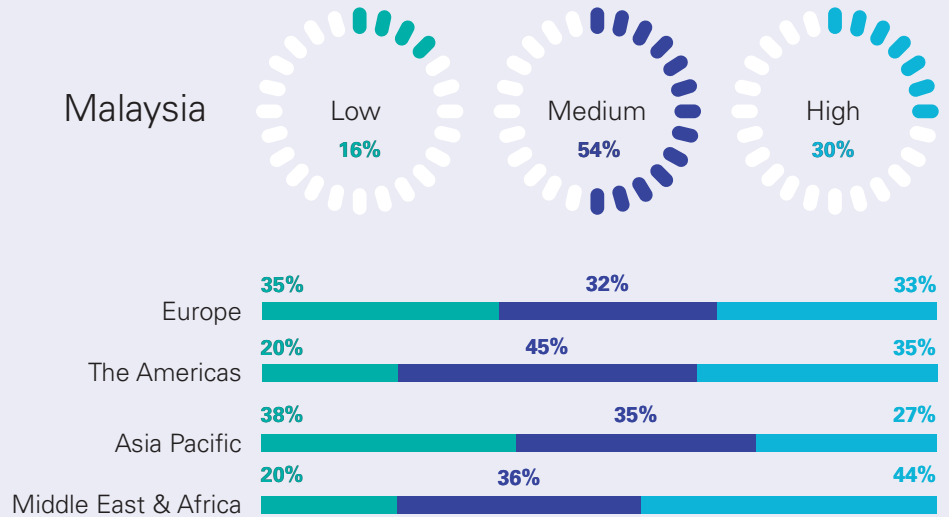
What is the level of **financial performance** in your business?

### Malaysia

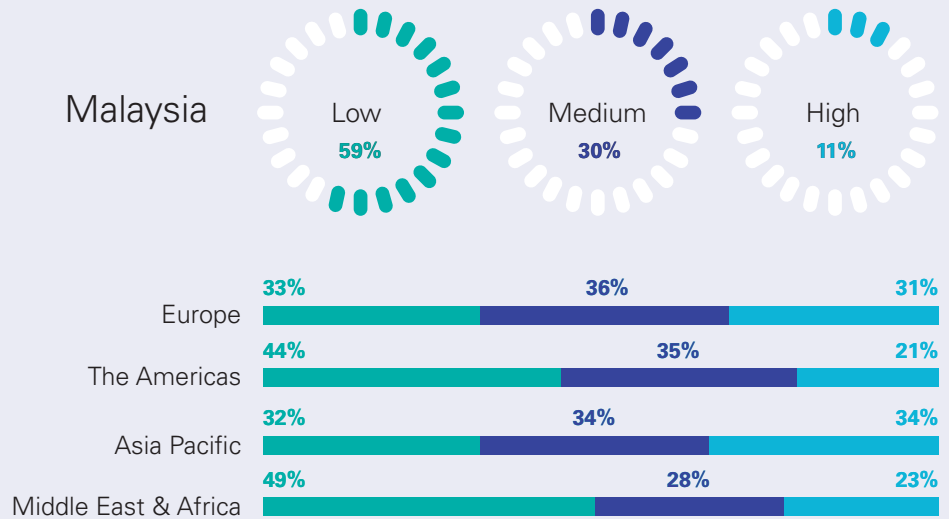


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

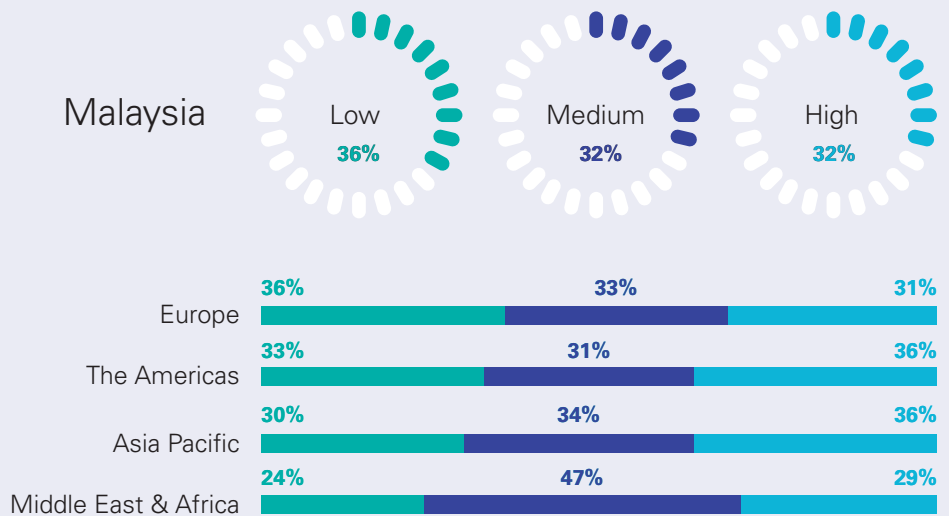
What is the level of **non-financial performance** in your business?



What is the level of **external social performance** in your business?



What is the level of **internal social performance** in your business?

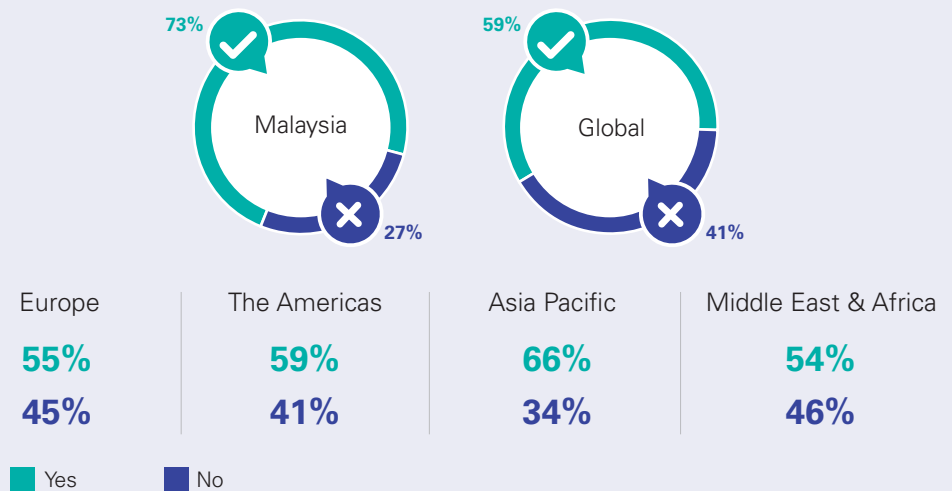


Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses

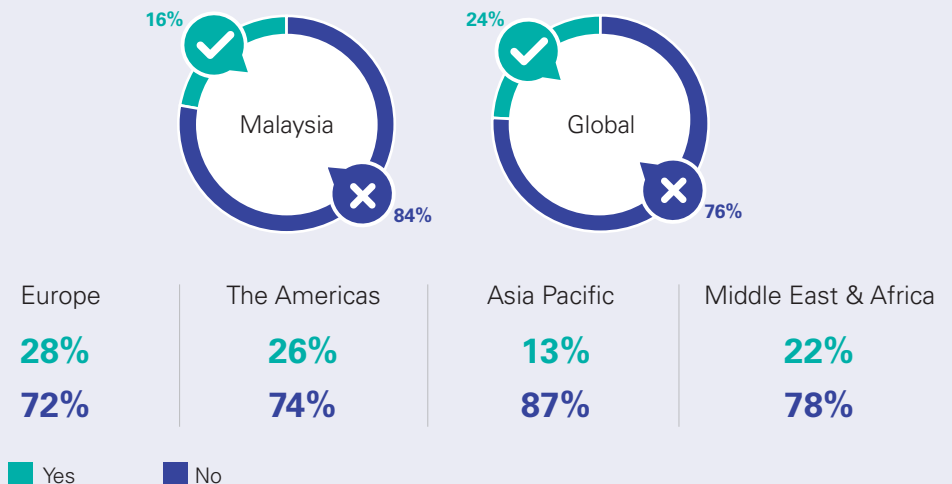
# Supporting entrepreneurial capabilities through good governance

Good governance can enhance the entrepreneurial orientation of family businesses by providing the checks and balances needed to exploit new opportunities, while also recognizing and managing potential risks.

Does your family business have a formal board of directors?



Does your family business have a family council?



Source: STEP Project Global Consortium and KPMG Private Enterprise global family business report 2022: The regenerative power of family businesses



# Contact us

---

## STEP Project Global Consortium affiliates and collaborators

### Andrea Calabrò

STEP Project Global Academic Director,  
Director,  
IPAG Entrepreneurship & Family  
Business Center,  
IPAG Business School  
**E: a.calabro@ipag.fr**

### Mohar Yusof

Siti Maya Professorial Chair in  
Family Business,  
Universiti Tun Abdul Razak  
**E: ymohar@unirazak.edu.my**

## KPMG Private Enterprise

### Tom McGinness

Global Leader,  
Family Business,  
KPMG Private Enterprise,  
Partner,  
KPMG in the UK  
**E: tom.mcginness@kpmg.co.uk**

### Laikok Tai

Head of Family Business,  
Partner,  
KPMG Private Enterprise,  
KPMG in Malaysia  
**E: Ital1@kpmg.com.my**

[home.kpmg/privateenterprise](https://home.kpmg/privateenterprise)

[home.kpmg/familybusiness](https://home.kpmg/familybusiness)

[thestepproject.org](https://thestepproject.org)

[home.kpmg/socialmedia](https://home.kpmg/socialmedia)



Throughout this document 'We/Us/Our' means KPMG and the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium.

'KPMG' refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit [home.kpmg/governance](https://home.kpmg/governance).

© 2022 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The views and opinions expressed herein are those of the interviewees and do not necessarily represent the views and opinions of KPMG.

Designed by Evalueserve. Publication name: The regenerative power of family businesses: Transgenerational entrepreneurship — Malaysia benchmarking report data  
Publication number:137972-G (Malaysia) | Publication date: March 2022