

GUIDELINES FOR BUSINESS NAME APPLICATION

1. A business name represents a style or topic that is used to recognise the identity of the business carried out.
2. A business name can be categorised into two (2) types :
 - a) Personal name as stated in the identity card is not required to apply for approval of the business name.
Example: Ruslan bin Mohamed, Siow Ah Thai or, Ramasamy a/l Mutusamy.
 - b) Trade Name is the name of the proposed business and must obtain prior approval from the Registrar of Business at Suruhanjaya Syarikat Malaysia.
Example: Kedai Dobi Mewah, Lucky Star Catering, or ABS Unggul Enterprise.

Procedure

1. Complete the Business Name Approval Form (Form PNA.42) with three (3) proposed business names. Business names will be approved according to priority and will be attached to the New Business Registration Form (Form A) at the counter.
2. The person responsible, either the business owner or partner, must submit the application to the counter or via online at the SSM e- Lodgement services in the SSM's website at www.ssm.com.my

Additional Information

1. Business name should not be too long and not more than fifty (50) characters including spaces between words.
2. The use of numbers, sign and symbols are not allowed as part of a business name.
3. Gazetted words under Government Gazette No. 716 dated 30 January 1997, Gazette Amendments of 2001 and the names that administratively controlled under the Companies Act 1965 will also be considered controlled for a business name. Government Gazette and Guidelines on Company Name can be viewed in the SSM's website at www.ssm.com.my

4. Besides obtaining approval from SSM for the use of the words Nurseries, Care Centre, Kindergarten, Tuition Centres, Colleges and Schools as part of business name must obtain the approval of business names, business owners must also obtain written permission from other relevant agencies prior to registering the business.
5. Business name registered must be in accordance with the type of business.
6. The business name registered cannot be altered or changed once the business is registered.

RULE 15, REGISTRATION OF BUSINESSES RULES 1957

Business names that shall not be registered except with the consent of the Minister

(1) Except with the consent of the Minister, no business shall be registered by a name which,

(a) contains any word suggesting connection with the Yang di-Pertuan Agong, the Raja Permaisuri Agong or the Ruler of a state or a member of the Royal Family or Royal patronage, including such words as "Royal" or any equivalent expression;

(b) contains any word suggesting connection with the Federal or a State government department, statutory body, authority or agency or any municipality or other local authority, including such words as "Federal", "State" or "National";

(c) contains any word suggesting connection with any Asean, Commonwealth or other foreign government or with the United Nations or any other international organisation;

(d) contains the word "Chartered" or any words suggesting connection with any Society or body incorporated by Royal Charter ;

(e) contains the word "Association" "Union", "Foundation", "Trust", "Forces", "Co-operative", "International" or any equivalent expression;

(f) contains any word that is blasphemous or likely to be offensive to members of the public;

(g) contains any word that is misleading as to the nature, scope or importance of the business carried on or to be carried on under such name;

(h) contains any word that is offensive to any race or religion.

(2) The Registrar with the consent of the Minister may restrict the usage of any other names which in his opinion is undesirable and the Registrar shall cause such names to be published in the Gazette.

GOVERNMENT GAZETTE BIL DATED 30 JANUARY 1997

Direction of the Minister under Sections 22(1) and 341 Companies Act 1965

Pursuant to section 22(1) and 341 Companies Act 1965, the Minister directs the Registrar of Companies not to accept for registration any name of a company or a foreign company that is a name or a name of kind mentioned in the Schedule unless prior approval of the Minister has been obtained.

SCHEDULE

(a) Names suggesting connection with a member of the Royal Family or Royal patronage including names containing such words as "Royal", "King", "Queen", "Prince", "Princess", "Crown", "Regent", "Imperial";

(b) Names suggesting connection with a State or Federal government department, statutory body, authority or government agency or any municipality or other local authority including names containing such words as "Federal", "State", "National";

(c) Names suggesting connection with any Asean, Commonwealth or foreign government or with the United Nation or with any other international organisation or cartel including names containing such words as "ASEAN", "UNESCO", "NATO", "EEC", "OPEC";

(d) Names suggesting connection with any political party, society, trade union, co-operative society or building society;

(e) Names including the following words or any words of like import:

"Bank", "Banker", "Banking", "Bumiputra", "Bureau", "Chamber of Commerce and Industry", "Chamber of Manufacturers", "Chartered", "College", "Consumer", "Council", "Credit", "Exchange", "Executor", "Fair Price", "Finance", "Foundation", "Fund", "Guarantee", "Institute", "Insurance", "Investment", "International", "Leasing", "Made in Malaysia", "Prime", "Registry", "Treasury", "Trust", "Unit Trust", "University";

(f) Names that are misleading as to the identity, nature, objects or purposes of a company or in any other manner;

(g) Names that are blasphemous or likely to be offensive to members of the public;

(h) Names which –

(i) are translation of a name of a company or foreign company registered under the Act; or

(ii) may resemble or be mistaken for the name of any other company or foreign company registered under the Act; or

(iii) may resemble or be mistaken for a name that is being reserved for the purpose of incorporation of a new company or registration of a foreign company or for the purpose of a change of name of a company or foreign company registered under the Act.