



BINTULU DEVELOPMENT AUTHORITY  
**TRANSFORMATION FRAMEWORK**

**VISION:**  
BINTULU A FRIENDLY INDUSTRIAL CITY BY 2025

**MISSION:**  
WE ARE COMMITTED TO ADVANCE BINTULU INTO A FRIENDLY AND SUSTAINABLE CITY

**STRATEGIC THRUSTS**

CUSTOMER & RAKYAT  
ORIENTED

FINANCIAL PRUDENCE

SERVICE EXCELLENCE

HIGH PERFORMANCE TEAM

SPEARHEADING GROWTH

**SHARED VALUES:**

Integrity . Kind & Caring . Professionalism .  
Sense of Urgency & Ownership . Team Spirit .  
Result Oriented .