APPENDIX C

A SAMPLE OF CLUSTERING OF ELEMENTS IN MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

C1. Clustering of elements on the front page of Brochure 25 (one-page brochure)
APPENDIX C continued

C2. Clustering of elements on the front page of Brochure 33
(two-page brochure)

Signature super cluster
- training provider
information cluster

Program info super cluster
- objective cluster

Program info super cluster
- target audience
cluster

Program info super cluster
- content
cluster

Content
- Laboratory requirement on occupational safety and health act
- MSDS information on hazardous chemicals
- Hazardous chemicals: Physical and environmental
- Hazardous chemicals: Health
- Cancer-causing chemicals (carcinogenic)
- System and route of exposure
- Exposure limit value
- Technical measures to control hazards
- Hazard communication: Identification, classification and labeling
- Hazard communication: Material Safety Data Sheets (MSDS)
- Term and phrases in MSDS
- Chemical Safety Management
- Waste Disposal

Introduction
Chemicals have become a part of our life, forming many of our activities. However, some chemicals that are chemicals used in industry are not properly used, endangering our health and the environment. About 100,000 chemicals are currently used, and many of them are hazardous to human health. These chemicals are often used in various industries, including the chemical industry. Proper storage, handling, and disposal are essential to avoid the hazards and effects of these chemicals on human health and the environment.

Many of the chemicals do not give any warning by color or other type of signal even though they may be present or hazardous concentration in workplace. No chemical substance can cause adverse effects without first entering the body or reaching to human skin. Individuals dealing with chemicals in their work places should be properly trained and informed in order to ensure safety.
APPENDIX C continued

C3. Clustering of elements on the back page of Brochure 33

Solicit response super cluster - registration cluster

Credibility super cluster - facilitator profile cluster
APPENDIX C continued

C3. Clustering of elements on the front page of Brochure 56 (four-page brochure)
APPENDIX C continued

C3. Clustering of elements in the internal page of Brochure 56

Deferred Taxation

The principles for taxes payable in accordance with tax legislation and regulations established by the respective authorities for determining taxable income. In many cases, these differ from the accounting standards applied to determine accounting income. Common examples are the basis for recognition of certain amounts of income from the income statement and the need for depreciation expense. Justifier super cluster

- Introduction cluster

- Program info super cluster

- Target audience cluster

- Solicit response super cluster

- Registration cluster
APPENDIX C continued

C3. Clustering of elements in the internal page of Brochure 56

Program information super cluster
- content cluster

Credibility super cluster
- facilitator profile cluster
APPENDIX C continued

C3. Clustering of elements on the back page of Brochure 56