

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	26 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	01

Version	Date	Prepared by	Approved by	Changes
1.2	21/11/2025	Anna (CM) 	Kelly (CEO) 	Aligned with Certification Scheme manual
1.3	29/1/2026	Anna (CM) 	Kelly (CEO) 	• Added bakery & pastry, culinary, social media content scope.
1.4	30/4/2026	Anna (CM) 	Kelly (CEO) 	• Added sub-scope, and rename to align with CSM
1.5	26/6/2026	Anna (CM) 	Kelly (CEO) 	• Added sub-scope, and rename to align with CSM

Aesthetic Professionals – Scalp Micropigmentation (SMP)

Definition: Professionals performing scalp micropigmentation procedures to simulate hair follicles for aesthetic enhancement and hair loss camouflage using non-medical techniques.

Level Descriptions:

- **Level 1 – Basic:** Understand theory of SMP, observe procedures
- **Level 2 – Intermediate:** Perform basic SMP under supervision
- **Level 3 – Advanced:** Perform full SMP procedures independently (hairline, density)
- **Level 4 – Expert:** Handle complex cases (alopecia, scars), train others

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Paramedical Micropigmentation (CAMOUFLAGE)

Definition: Professionals performing non-medical skin camouflage treatments including scar, stretch mark, and pigmentation correction using micropigmentation techniques.

Level Descriptions:

- **Level 1 – Basic:** Understand theory of skin camouflage, observe procedures
- **Level 2 – Intermediate:** Perform basic skin camouflage under supervision
- **Level 3 – Advanced:** Perform full skin camouflage procedures independently
- **Level 4 – Expert:** Handle complex cases (alopecia, scars), train others

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Stretch Mark Reduction & Skin Regeneration

Definition: Professionals performing non-invasive skin regeneration treatments to improve the appearance of stretch marks using advance aesthetic techniques.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent) before undertaking this certification.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	02

Level Descriptions:

- **Level 3 – Advanced:** Perform stretch mark reduction treatments independently using appropriate techniques, including microneedling and skin regeneration protocols. Demonstrate competence in skin assessment, treatment selection, and safe execution.
- **Level 4 – Expert:** Design and manage advanced treatment plans for complex cases. Integrate multiple treatment modalities, evaluate outcomes, and supervise or train other practitioners.

Assessment Methods: Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Microneedling (Skin Needling) Therapy

Definition: Professionals performing controlled microneedling procedures to stimulate collagen production and improve skin conditions such as acne scars, pigmentation, skin texture, and overall skin rejuvenation using non-medical aesthetic techniques.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent) before undertaking this certification.

Level Descriptions:

- **Level 3 – Advanced:** Perform microneedling treatments independently using appropriate techniques and parameters. Demonstrate competence in skin assessment, needle depth selection, treatment planning, and safe execution.
- **Level 4 – Expert:** Design and manage advanced microneedling treatment plans for complex cases. Integrate combination therapies, evaluate treatment outcomes, and supervise or train other practitioners.

Assessment Methods: Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Permanent Makeup (PMU)

Definition: Professionals performing cosmetic micropigmentation procedures involving implantation of pigment into the upper dermis to enhance facial features (eyebrows, eyeliner, lips) using non-medical aesthetic techniques.

Eligibility / Entry Requirement

No prior certification required for Level 1.

For Levels 2–4, candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent).

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	03

Level Descriptions:

Level 1 – Basic (Theory & Eyebrow Micropigmentation under supervision)

Understand fundamental principles of permanent makeup and under supervision procedures.

No independent treatment allowed.

Demonstrate competence in:

- Skin anatomy and healing process
- Hygiene, sterilization, infection control
- PMU tools, pigments, and equipment
- Basic brow mapping principles (theoretical)
- Contraindications and client safety
- Basic machine handling (introduction level)
- Hand positioning and control (on latex/ model under supervision)

Level 2 – Intermediate (Eyebrow Micropigmentation)

Perform basic eyebrow micropigmentation under supervision.

Demonstrate competence in:

- Brow mapping and symmetry
- Basic pigment selection
- Machine handling and depth control (basic)
- Safe execution under supervision

Level 3 – Advanced (Eyebrow & Eyeliner Micropigmentation)

Perform eyebrow and eyeliner micropigmentation independently.

Demonstrate competence in:

- Advanced brow techniques (ombre, combination)
- Eyeliner procedures (lash line enhancement)
- Pigment retention and correction
- Client consultation and treatment planning

Level 4 – Expert (Full PMU – Including Lip Blush)

Perform full PMU procedures independently including lips.

Demonstrate competence in:

- Lip blush and color correction
- Advanced facial design and symmetry
- Complex skin conditions and corrections
- Training, supervision, and service development

Assessment Methods: Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1:15hrs, Level 2:20hrs, Level 3:30 hrs, Level 4:40 hrs

Aesthetic Professionals – Pinky & Brightening Treatment

Definition: Professionals performing non-invasive aesthetic treatments to improve skin tone, brightness, and pigmentation using topical, chemical, and device-assisted techniques. This includes treatments for body, lip, areola, and intimate areas within non-medical practice limits.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	04

Eligibility / Entry Requirement

Candidates at Level 1 are limited to basic, non-sensitive treatment areas and must not perform procedures on intimate or specialized areas.

Level Descriptions:

Level 1 – Basic

- Perform simple peel-based brightening
- No sensitive areas
- Under supervision

Level 2 – Intermediate

- Perform whitening and basic pinky treatments
- Basic technique control
- Client communication and monitoring

Level 3 – Advanced

- Perform advanced pinky treatments including lips
- Strong control of technique and skin response
- Independent practice

Level 4 – Expert

- Perform full scope including: Areola, Lips and Intimate areas
- Handle complex cases
- Train and supervise

Treatment areas are progressively introduced based on sensitivity, risk level, and technical complexity, with intimate and specialized areas restricted to higher certification levels.

Assessment Methods: Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1:15hrs, Level 2:20hrs, Level 3:30 hrs, Level 4:40 hrs

Aesthetic Professionals – Facial Contouring & Lifting Treatment (Non-Surgical)

Definition: Professionals performing non-surgical aesthetic treatments to improve facial contour, skin tightening, and lifting effects using non-invasive or device-assisted technologies such as radio frequency (RF), ultrasound (e.g. HIFU), and manual lifting techniques within non-medical practice limits.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent).

Level Descriptions:

Level 2 – Intermediate

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	05

- Perform basic lifting treatments under supervision
- Basic device handling (low-risk settings)
- Understand facial anatomy and safety

Level 3 – Advanced

- Perform facial contouring treatments independently
- Adjust device parameters (RF / HIFU / lifting methods)
- Assess skin laxity and treatment suitability

Level 4 – Expert

- Design full facial contouring plans
- Combine modalities (RF + HIFU + manual)
- Handle complex cases
- Train and supervise practitioners

Treatments are classified based on device complexity, depth of energy delivery, and risk level, with advanced modalities such as HIFU restricted to higher certification levels.

Assessment Methods: Written test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 2:20hrs, Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Benign Skin Lesion Removal (Non-Medical)

Definition: Professionals performing non-medical removal of benign skin lesions such as skin tags (acrochordons), milia, and superficial imperfections using non-surgical, device-assisted techniques (e.g. plasma, cautery, or similar technologies), within defined safety and non-medical practice limits. This scope excludes diagnosis, treatment of suspicious lesions, and any medical procedures. Practitioners must refer clients to medical professionals where abnormalities are identified.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent).

Level Descriptions:

Level 3 – Advanced

- Perform skin tag removal using approved device techniques
- Conduct consultation and lesion screening (non-diagnostic)
- Apply hygiene, infection control, and safe removal procedures
- Manage basic post-treatment care

Level 4 – Expert

- Handle complex cases (multiple lesions, sensitive areas)
- Perform risk assessment and contraindication screening
- Manage complications and adverse reactions
- Establish protocols and train practitioners

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	06

Treatment is restricted to benign lesions only, with all uncertain or abnormal cases requiring referral to a qualified medical professional.

Assessment Methods: Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic Professionals – Plasma Fibroblast

Definition: Professionals performing non-medical plasma fibroblast treatments using controlled plasma energy to create superficial skin tightening and cosmetic improvement of skin laxity and minor imperfections, within defined safety and non-medical practice limits.

Procedures are restricted to superficial epidermal effects and must not involve deep dermal or medical intervention.

This scope excludes diagnosis, treatment of suspicious or abnormal lesions, and any medical procedures. Practitioners must refer clients to qualified medical professionals where abnormalities are identified.

Treatment is limited to cosmetic outcomes only and must not be represented as medical or clinical treatment.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent), including knowledge of skin anatomy, contraindications, and infection control.

Level Descriptions:

Level 3 – Advanced

- Perform plasma fibroblast treatments independently
- Conduct consultation and contraindication screening
- Apply correct technique, spacing, and treatment pattern
- Manage basic post-treatment care

Level 4 – Expert

- Perform advanced treatment planning (sensitive areas e.g. eyelids)
- Manage risks, complications, and skin response
- Evaluate outcomes and adjust protocols
- Train and supervise practitioners

Assessment Methods: Practical Demo, Portfolio Review, Professional Interview, Safety & Risk Assessment

CPD Requirements: Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	07

Aesthetic Professionals – Plasma Pen Serum Infusion

Definition: Professionals performing non-invasive plasma pen serum infusion procedures to improve skin rejuvenation, enhance serum absorption, improve skin texture, pigmentation, fine lines, and overall skin appearance using controlled aesthetic techniques.

Eligibility / Entry Requirement

Candidates must possess prior competency in basic skin therapy or aesthetic treatments (minimum Level 2 or equivalent) before undertaking this certification.

Level Descriptions:

- **Level 3 – Advanced:** Perform plasma pen serum infusion treatments independently using appropriate techniques and treatment parameters. Demonstrate competence in skin assessment, serum selection, treatment planning, safe plasma pen application, and aftercare management.
- **Level 4 – Expert:** Design and manage advanced plasma pen serum infusion treatment plans for complex cases. Integrate combination therapies, optimize treatment protocols, evaluate treatment outcomes, manage complications, and supervise or train other practitioners.

Assessment Methods: Practical Demo, Portfolio Review, Professional Interview

CPD Requirements: Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic & Beauty Therapists – Beauty Therapy

Definition: Professionals providing non-invasive beauty treatments including facial skincare, makeup application, eyelash services, and basic aesthetic treatments, focusing on skin health, client care, and service delivery within non-medical practice.

Level Descriptions:

Level 1 – Basic

- Perform basic facial treatments under supervision
- Conduct simple skin analysis
- Apply cleansing, massage, mask safely

Level 2 – Intermediate

- Perform facial treatments independently
- Use electrotherapy equipment (e.g. galvanic, high frequency)
- Conduct detailed skin analysis and treatment planning

Level 3 – Advanced

- Perform advanced treatments (e.g. chemical peel, advanced massage)
- Manage complex skin conditions
- Adjust treatment dynamically based on skin response

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	08

Level 4 – Expert

- Design advanced treatment programs
- Combine multiple modalities safely
- Handle severe skin conditions
- Train and supervise practitioners

Treatment complexity increases progressively from basic manual techniques to advanced device-assisted and multi-modality treatments, aligned with practitioner competency level.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic & Beauty Therapists – Keratin Lash Lift

Definition: Professionals performing eyelash enhancement treatments using keratin-based lifting techniques to curl, strengthen, and enhance the natural lashes without the use of extensions, within non-medical aesthetic practice.

Level Descriptions:

Level 1 – Basic (Theory & Controlled Practical)

- Understand lash structure and growth cycle
- Identify contraindications
- Understand products and chemicals
- Observe procedures

Level 2 – Intermediate

- Perform lash lift under supervision
- Basic rod placement and solution timing
- Ensure hygiene and safety

Level 3 – Advanced

- Perform lash lift independently
- Adjust technique for different eye shapes
- Manage lifting, tinting, and results

Level 4 – Expert

- Handle correction cases (over-processed lashes)
- Combine lash lift with advanced styling
- Train and supervise practitioners

Treatment complexity is determined by lash condition, eye shape, and chemical processing control, with advanced correction and styling restricted to higher certification levels.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	09

Aesthetic & Beauty Therapists – Eyelash Extension

Definition: Professionals performing eyelash enhancement procedures by applying individual or volume lash extensions to natural lashes using adhesive techniques to enhance length, volume, and appearance within non-medical aesthetic practice.

Level Descriptions:

Level 1 – Basic

- Understand lash structure and growth cycle
- Identify contraindications
- Understand adhesives, tools, and materials
- Controlled application procedures

Level 2 – Intermediate

- Perform basic classic lash extensions under supervision
- Lash isolation and placement
- Adhesive control and hygiene

Level 3 – Advanced

- Perform classic and volume lash extensions independently
- Lash styling (mapping, eye shape customization)
- Retention control and correction

Level 4 – Expert

- Perform advanced techniques (mega volume, hybrid styling)
- Handle correction and removal cases
- Train and supervise practitioners

Treatment complexity increases based on lash styling techniques, adhesive control, and client eye conditions, with advanced styling and correction procedures restricted to higher certification levels.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Aesthetic & Beauty Therapists – Makeup Artistry

Definition: Professionals performing makeup application services to enhance facial appearance for various occasions including daily wear, bridal, fashion, and special events, using cosmetic products and techniques within non-medical aesthetic practice.

Level Descriptions:

Level 1 – Basic

- Understand skin types and face shapes
- Identify basic product types and tools
- Understand hygiene and sanitation
- Controlled makeup application procedures

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	10

Level 2 – Intermediate

- Perform basic makeup application (day makeup)
- Foundation matching and blending
- Basic eye and lip application
- Maintain hygiene and client care

Level 3 – Advanced

- Perform event and bridal makeup
- Face contouring and highlighting
- Advanced eye techniques (smokey, cut crease)
- Adapt styles to client features

Level 4 – Expert

- Perform high-fashion, editorial, or stage makeup
- Customise looks for photography and lighting
- Develop signature styles and trends
- Train and supervise other practitioners

Makeup application complexity increases based on occasion, client requirements, and technical skill, with advanced styling, contouring, and creative applications restricted to higher certification levels.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Massage Therapy

Definition: Therapists performing structured manual massage techniques to promote relaxation, improve circulation, relieve muscle tension, and support general wellness within non-medical practice. Aromatherapy may be applied as a supporting technique within massage treatments.

Level Descriptions:

Level 1 – Basic

- Perform basic massage techniques under supervision
- Understand body anatomy (muscle groups)
- Apply hygiene and client positioning

Level 2 – Intermediate

- Perform full-body massage independently
- Apply different techniques (effleurage, petrissage, etc.)
- Conduct basic client consultation

Level 3 – Advanced

- Perform targeted therapeutic massage
- Adapt techniques based on client condition
- Develop treatment plans

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	11

Level 4 – Expert

- Design advanced therapy programmes
- Integrate multiple techniques (e.g. deep tissue, lymphatic)
- Train and supervise practitioners

Massage complexity increases based on depth, technique variation, and client condition, with advanced therapeutic and customised treatments restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Hydro Rehabilitation Tutor Certificate

Definition: Therapists performing structured water-based therapeutic treatments using hydrotherapy techniques to support rehabilitation, improve mobility, enhance circulation, and promote overall wellness within non-medical practice. Includes use of aquatic exercise, support techniques, and controlled water environments for therapeutic outcomes.

Level Descriptions:

Level 1 – Basic

- Demonstrate basic hydrotherapy principles and water safety
- Perform simple hydrotherapy exercises under supervision
- Apply client positioning and support techniques in water
- Understand contraindications and safety procedures

Level 2 – Intermediate

- Conduct client assessment for hydrotherapy
- Deliver structured hydrotherapy sessions
- Apply support holds safely
- Modify exercises based on client response

Level 3 – Advanced

- Perform advanced hydrotherapy programmes
- Apply clinical reasoning
- Manage multi-condition cases
- Deliver group and individual sessions

Level 4 – Expert

- Design complex rehabilitation programmes
- Integrate evidence-based practice
- Lead, train, and supervise practitioners
- Ensure quality assurance and outcome optimisation

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	12

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Postnatal Care & Abdominal Binding

Definition: Therapists providing non-medical postnatal care treatments including abdominal assessment, belly binding (Bengkung/traditional techniques), and postnatal massage to support recovery, improve abdominal muscle condition, enhance circulation, and promote overall maternal wellbeing. Includes integration of postnatal massage, abdominal compression techniques, and personalised care programmes.

Level Descriptions:

Level 1 – Basic

- Conduct client consultation and medical history review
- Perform basic postnatal assessment (e.g. diastasis recti screening)
- Prepare materials and perform basic belly binding
- Apply hygiene, infection control, and safe compression

Level 2 – Intermediate

- Perform advanced postnatal assessment
- Deliver structured belly binding and abdominal massage
- Integrate massage and binding techniques
- Provide aftercare and lifestyle advice

Level 3 – Advanced

- Handle complex postnatal cases
- Customise binding techniques
- Integrate multi-session treatment plans
- Provide psychological support and referrals

Level 4 – Expert

- Design evidence-based postnatal programmes
- Manage complications and advanced cases
- Integrate massage, binding, and holistic care
- Train and supervise practitioners

Treatment complexity increases based on client condition, postnatal recovery stage, and integration of techniques, with advanced case management and programme design restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	13

Spa & Wellness Therapy Professionals – Acupuncture Therapy

Definition: Therapists performing non-invasive acupressure techniques by applying manual pressure to specific meridian points to promote circulation, relieve pain, restore energy balance, and support overall wellness within non-medical practice.

Level Descriptions:

Level 1 – Basic

- Understand meridian theory and pressure points
- Identify contraindications
- Observe treatment procedures

Level 2 – Intermediate

- Perform basic acupressure techniques
- Apply correct pressure and positioning
- Conduct client consultation

Level 3 – Advanced

- Treat specific conditions (pain, stress, fatigue)
- Develop treatment sequences
- Adapt techniques based on client response

Level 4 – Expert

- Design full treatment programmes
- Integrate with other therapies
- Train practitioners

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Reflexology Therapy

Definition: Therapists performing non-invasive reflexology treatments by applying manual pressure to specific reflex points on the feet, hands, or ears that correspond to body organs and systems, to promote relaxation, improve circulation, support body balance, and enhance overall wellbeing within non-medical practice.

Level Descriptions:

Level 1 – Basic

- Understand reflexology principles and reflex zones (feet/hands)
- Identify contraindications
- Observe treatment procedures

Level 2 – Intermediate

- Perform basic reflexology techniques
- Apply correct pressure, rhythm, and positioning

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	14

- Conduct client consultation

Level 3 – Advanced

- Perform full reflexology sessions independently
- Address specific conditions (stress, digestion, circulation)
- Adapt treatment based on client response

Level 4 – Expert

- Design full treatment programmes
- Integrate reflexology with other therapies
- Train and supervise practitioners

Treatment complexity increases based on client condition, reflex point sensitivity, and treatment objectives, with advanced therapeutic applications restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Cupping Therapy

Definition: Therapists performing non-invasive cupping therapy techniques using suction cups applied to the skin to promote blood circulation, relieve muscle tension, support detoxification, and enhance overall wellbeing within non-medical practice. Includes dry cupping, moving cupping, and basic therapeutic applications within non-medical practice.

Level Descriptions:

Level 1 – Basic

- Understand principles of cupping therapy
- Identify indications and contraindications
- Observe cupping procedures
- Understand hygiene and safety protocols

Level 2 – Intermediate

- Perform basic dry cupping techniques
- Apply correct suction and placement
- Conduct client consultation
- Monitor client response

Level 3 – Advanced

- Perform advanced techniques (e.g. moving cupping)
- Treat specific conditions (muscle pain, stiffness, circulation)
- Adjust suction intensity and duration
- Manage treatment plans

Level 4 – Expert

- Design full treatment programmes

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	15

- Integrate cupping with other therapies
- Handle complex cases
- Train and supervise practitioners

Treatment complexity increases based on suction control, treatment area, and client condition, with advanced therapeutic applications restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Depilation (Waxing) Treatment

Definition: Therapists performing non-invasive hair removal treatments using waxing techniques to remove unwanted body and facial hair, ensuring proper hygiene, skin protection, and client comfort within non-medical aesthetic practice. Includes strip waxing, hot wax, and advanced depilation techniques applied to different body areas, ensuring safe application, skin integrity, and post-treatment care.

Level Descriptions:

Level 1 – Basic

- Understand hair growth cycle and skin types
- Identify indications and contraindications
- Understand hygiene and infection control
- Observe waxing procedures

Level 2 – Intermediate

- Perform basic waxing (arms, legs)
- Apply correct wax temperature and technique
- Conduct client consultation
- Apply pre- and post-care

Level 3 – Advanced

- Perform waxing on sensitive areas (face, underarm, bikini)
- Manage skin reactions and ingrown hair
- Adapt techniques based on hair and skin condition
- Maintain treatment quality and efficiency

Level 4 – Expert

- Perform full-body advanced waxing services
- Handle complex cases (sensitive skin, difficult hair growth)
- Develop service protocols and hygiene standards
- Train and supervise practitioners

Treatment complexity increases based on treatment area sensitivity, hair type, and client skin condition, with advanced depilation procedures restricted to higher certification levels.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	16

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Body Contouring & Firming Treatments (Non-Surgical)

Definition: Therapists performing non-invasive body contouring and firming treatments using manual and aesthetic technologies to improve body shape, reduce the appearance of fat and cellulite, enhance skin firmness, and promote overall body aesthetics within non-medical practice. Includes techniques such as radio frequency (RF), ultrasound-based treatments, lymphatic drainage massage, and other non-surgical body sculpting methods.

Level Descriptions:

Level 1 – Basic

- Understand body anatomy (fat layers, skin structure)
- Identify indications and contraindications
- Understand hygiene and safety protocols
- Observe body contouring procedures

Level 2 – Intermediate

- Perform basic body contouring treatments under supervision
- Apply manual techniques (e.g. lymphatic massage)
- Use basic aesthetic devices safely
- Conduct client consultation

Level 3 – Advanced

- Perform treatments independently (RF, ultrasound, firming)
- Develop treatment plans for fat reduction and skin tightening
- Monitor results and adjust parameters
- Manage client expectations and safety

Level 4 – Expert

- Design full body transformation programmes
- Integrate multiple technologies and techniques
- Handle complex cases (obesity, severe skin laxity)
- Train and supervise practitioners

Treatment complexity increases based on device parameters, treatment area, and client condition, with advanced contouring and firming procedures restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	17

Spa & Wellness Therapy Professionals – Regenerative Hair Therapy Practitioner

Definition: Practitioners performing non-invasive regenerative hair and scalp therapy treatments to improve scalp health, support hair rejuvenation, reduce hair thinning, strengthen hair follicles, and enhance overall hair condition using non-medical aesthetic techniques. Includes treatments such as scalp therapy, serum infusion, LED therapy, RF scalp therapy, ultrasound scalp infusion, micromist therapy, and non-invasive hair rejuvenation technologies.

Level Descriptions:

Level 1 – Basic

- Understand scalp anatomy and hair growth cycle
- Identify common scalp and hair conditions
- Understand hygiene and infection control protocols
- Observe regenerative hair therapy procedures

Level 2 – Intermediate

- Perform basic scalp and hair rejuvenation treatments under supervision
- Apply scalp cleansing and serum application techniques
- Use basic hair therapy devices safely
- Conduct basic client consultation and scalp analysis

Level 3 – Advanced

- Perform regenerative hair therapy treatments independently
- Develop treatment plans for hair thinning and scalp rejuvenation
- Use RF, LED, ultrasound, and infusion technologies safely
- Monitor treatment progress and adjust treatment parameters
- Manage client expectations and aftercare

Level 4 – Expert

- Design comprehensive hair restoration and scalp wellness programmes
- Integrate multiple regenerative hair technologies and techniques
- Manage complex hair thinning and scalp conditions
- Develop advanced treatment protocols and combination therapies
- Train and supervise regenerative hair therapy practitioners

Treatment complexity increases based on treatment technology, scalp condition, treatment area, and client response, with advanced regenerative hair therapy procedures restricted to higher certification levels.

Assessment Methods : Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements : Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Certified Hair & Scalp Care Therapist

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	18

Definition: Therapists performing non-invasive hair and scalp care treatments to improve scalp condition, maintain healthy hair growth, reduce scalp discomfort, strengthen hair quality, and promote overall scalp wellness using professional aesthetic and wellness techniques. Includes scalp cleansing, scalp massage, hair spa, serum application, scalp exfoliation, hydration therapy, LED scalp care, and non-medical hair wellness treatments.

Level Descriptions:

Level 1 – Basic

- Understand basic scalp anatomy and hair structure
- Identify common hair and scalp conditions
- Understand hygiene and infection control procedures
- Observe professional hair and scalp care treatments

Level 2 – Intermediate

- Perform basic hair and scalp care treatments under supervision
- Apply scalp cleansing and massage techniques
- Use basic hair and scalp equipment safely
- Conduct basic client consultation and scalp analysis

Level 3 – Advanced

- Perform professional hair and scalp care treatments independently
- Develop treatment plans for scalp wellness and hair improvement
- Apply advanced scalp massage and serum infusion techniques
- Monitor scalp condition and treatment progress
- Manage client consultation, safety, and aftercare

Level 4 – Expert

- Design comprehensive scalp wellness and hair care programmes
- Integrate advanced scalp care technologies and treatment methods
- Manage complex scalp and hair conditions within non-medical scope
- Develop customized treatment protocols and maintenance plans
- Train and supervise hair and scalp care practitioners

Treatment complexity increases based on scalp condition, treatment methods, equipment usage, and client needs, with advanced scalp rejuvenation and intensive hair care procedures restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Spa & Wellness Therapy Professionals – Herbal Meridian Warming Therapy

Definition: Practitioners performing non-invasive herbal meridian warm cupping therapy using warming cups, herbal preparations, moxa-based thermal application, and meridian-based techniques to promote relaxation, circulation, wellness support, and balance within non-medical

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	19

practice. Includes stationary warm cupping, moving warm cupping, herbal warm cupping, and meridian pathway applications.

Assessment Methods: Written Test, Practical Demonstration, Case Study, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs | Level 2: 20 hrs | Level 3: 30 hrs | Level 4: 40 hrs

Level 1 – Certified Herbal Meridian Warm Cupping Assistant

Knowledge

- Basic principles of Traditional Chinese Wellness concepts
- Introduction to meridian pathways
- Fundamentals of warm cupping therapy
- Basic herbal wellness applications
- Contraindications and precautions
- Hygiene and safety procedures

Skills

- Prepare treatment area and equipment
- Identify major meridian pathways
- Assist in warm cupping procedures
- Monitor client comfort
- Follow hygiene and infection control protocols

Competency Outcomes

- Demonstrate understanding of warm cupping principles
- Identify suitable and unsuitable clients
- Maintain professional treatment environment
- Assist qualified practitioners safely

Level 2 – Certified Herbal Meridian Warm Cupping Practitioner

Knowledge

- Meridian theory and energy pathways
- Herbal properties commonly used in wellness applications
- Heat regulation and thermal safety
- Client consultation procedures
- Treatment indications within wellness practice

Skills

- Perform basic herbal warm cupping treatments
- Apply correct cup placement along meridians
- Conduct client consultation and screening
- Select suitable herbal formulations
- Perform stationary and moving warm cupping techniques

Competency Outcomes

- Conduct complete warm cupping sessions
- Apply appropriate treatment protocols
- Monitor client response during treatment
- Provide post-treatment care advice

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	20

Level 3 – Advanced Herbal Meridian Warm Cupping Therapist

Knowledge

- Advanced meridian pathway assessment
- Five Elements and meridian relationships
- Thermal therapy principles
- Treatment planning and session sequencing
- Complex wellness presentations

Skills

- Perform advanced meridian warm cupping techniques
- Integrate herbal compress and warm cupping methods
- Adjust heat intensity and treatment duration
- Develop customized treatment programmes
- Document treatment outcomes

Competency Outcomes

- Manage advanced treatment cases
- Design individualized wellness protocols
- Integrate multiple warm therapy modalities
- Evaluate and modify treatment effectiveness

Level 4 – Expert Herbal Meridian Warm Cupping Master Practitioner

Knowledge

- Advanced meridian balancing strategies
- Professional supervision and practitioner development
- Quality assurance and treatment governance
- Programme development and curriculum design
- Research and evidence-informed practice

Skills

- Design comprehensive wellness programmes
- Handle complex practitioner-level cases
- Train and mentor practitioners
- Conduct competency assessments
- Develop treatment standards and protocols

Competency Outcomes

- Lead professional warm cupping services
- Supervise and assess practitioners
- Develop organizational treatment systems
- Establish best-practice standards
- Deliver practitioner training programmes

Treatment Complexity Progression

Level	Treatment Scope
Level 1	Observation, preparation, basic assistance
Level 2	Basic herbal warm cupping and meridian applications
Level 3	Advanced treatment planning and customized protocols
Level 4	Programme design, supervision, assessment and training

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	21

Scope of Practice

Included Techniques

- Herbal Warm Cupping
- Meridian Warm Cupping
- Moving Warm Cupping
- Stationary Warm Cupping
- Moxa Warm Cupping
- Herbal Compress with Warm Cupping
- Meridian Pathway Wellness Applications

Excluded Activities

- Medical diagnosis
- Prescription of medication
- Invasive procedures
- Bloodletting cupping (wet cupping)
- Acupuncture
- Treatment of medical diseases

This structure aligns with ISO/IEC 17024 competency-based certification requirements and follows the same 4-level progression format as your existing Cupping Therapy, Hydrotherapy, SMP, and Spa & Wellness schemes.

Spa & Wellness Therapy Professionals – Certified Hairdressing Professional

Definition: Therapists performing non-invasive hairdressing services to improve hair appearance, maintain healthy hair condition, enhance hair manageability, and support client image enhancement using professional salon techniques. Includes shampooing, scalp massage, hair treatment, hair colouring, haircutting, hair perming, hair straightening, blow-drying, hairstyling, bridal hairstyling, event hairstyling, finishing services, and non-medical hair care treatments.

Level Descriptions

Level 1 – Certified Junior Hairdresser

- Understand basic hair structure and hair types
- Identify common hairstyling tools and equipment
- Understand salon hygiene and safety procedures
- Observe professional hairstyling services
- Assist in basic hair preparation activities
- Perform basic shampooing procedures
- Apply basic scalp and head massage techniques during shampoo services

Level 2 – Certified Hairdresser

- Perform basic hairstyling services under supervision
- Apply blow-drying and basic finishing techniques
- Use hairstyling tools safely and effectively
- Conduct basic client consultation regarding hairstyle preferences
- Create simple everyday hairstyles

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	22

- Perform professional hair colouring services under supervision
- Apply basic hair treatment and conditioning services
- Select suitable hair treatment products based on hair condition

Level 3 – Certified Advanced Hairdresser

- Perform professional hairstyling services independently
- Create event, fashion, and formal hairstyles
- Apply advanced curling, straightening, and volumizing techniques
- Select appropriate hairstyles based on face shape, hair texture, and client needs
- Manage client consultation, service execution, and aftercare advice
- Perform professional haircutting services independently
- Design and execute layered, graduated, uniform and combination haircuts
- Perform hair perming and texture reformation services
- Develop customized treatment plans for hair improvement

Level 4 – Certified Master Hairdresser

- Design comprehensive hairstyling concepts for special occasions and professional events
- Integrate advanced hairstyling techniques, accessories, and trend forecasting
- Develop customized hairstyling solutions for complex client requirements
- Train and supervise hairstyling practitioners
- Lead hairstyling projects, competitions, fashion shows, and bridal styling teams

Assessment Methods: Written Test, Practical Demonstration, Case Study, Portfolio, Professional Interview

CPD Requirements: Level 1: 15 hrs | Level 2: 20 hrs | Level 3: 30 hrs | Level 4: 40 hrs

Additional Competency Matrix Rows

Competency Area	Level 1	Level 2	Level 3	Level 4
Shampooing Procedures	✓	✓	✓	✓
Scalp & Head Massage	✓	✓	✓	✓
Hair Treatment Services	Assist	Perform	Advanced	Expert
Hair Colouring Services	-	Perform	Advanced	Expert
Colour Correction	-	-	Basic	Expert
Haircutting Services	-	Assist	Perform	Expert
Hair Perming Services	-	Assist	Perform	Expert

Hair Texture Reformation	-	Basic	Advanced	Expert
Hair Analysis & Consultation	Basic	Intermediate	Advanced	Expert
Corrective Hair Services	-	-	Basic	Expert

This progression aligns well with international hairdressing frameworks:

- **Level 1:** Shampooing + Head Massage + Basic Salon Assistant
- **Level 2:** Blow Dry + Hair Colour + Hair Treatment
- **Level 3:** Hair Cutting + Hair Perming + Advanced Styling
- **Level 4:** Creative Director / Master Hair Stylist / Trainer & Assessor

This structure is suitable for an ISO/IEC 17024 Hair Styling Practitioner certification scheme.

Spa & Wellness Therapy Professionals – Certified Sports Massage & Stretching Professional

Definition

Sports Massage & Stretching Professionals perform structured assessment, sports massage, soft tissue mobilisation, and stretching techniques to support athletic performance, injury prevention, recovery, rehabilitation, and functional movement. Services are provided within a non-medical scope of practice and include pre-event, post-event, maintenance, and recovery massage, while recognising contraindications and referring clients to appropriate healthcare professionals when necessary. The competency framework progressively develops from foundational massage skills to expert clinical reasoning, evidence-based practice, sports-specific rehabilitation, and professional leadership. This aligns with the examination structure and competency progression in the uploaded certification documents.

Level Descriptions

Level 1 – Foundation

Candidates shall be able to:

- Demonstrate professional appearance, hygiene, and therapist ethics.
- Perform client consultation and identify basic contraindications.
- Understand basic musculoskeletal anatomy and major muscle groups.
- Perform basic sports massage techniques including: Effleurage, Petrissage
- Apply appropriate massage pressure, rhythm, therapist posture, and body mechanics.
- Perform basic passive stretching techniques safely.
- Provide basic aftercare advice, including hydration and stretching.
- Work safely under supervision while following infection control and client safety procedures.

Level 2 – Intermediate

Candidates shall be able to:

- Conduct detailed client consultation and sports history assessment.
- Perform postural and range of motion (ROM) assessment.
- Identify muscle tightness, trigger points, and movement restrictions.
- Develop appropriate treatment plans for common sports conditions.
- Perform advanced massage techniques including:
 - Deep Tissue Massage
 - Friction Techniques
 - Trigger Point Therapy

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	24

- Myofascial Release
- Apply passive stretching and PNF stretching techniques.
- Modify treatment pressure according to client response.
- Deliver appropriate home care, stretching, recovery, and hydration advice.
- Perform treatments independently within professional scope of practice.

Level 3 – Advanced

Candidates shall be able to:

- Perform comprehensive subjective and objective assessment.
- Conduct advanced clinical reasoning using special orthopaedic tests.
- Differentiate soft tissue dysfunction through skilled palpation.
- Integrate multiple treatment techniques, including:
 - Soft Tissue Release (STR)
 - Muscle Energy Techniques (MET)
 - Neuromuscular Techniques (NMT)
 - Advanced Myofascial Techniques
- Prescribe appropriate corrective exercises and rehabilitation programmes.
- Perform Active Isolated Stretching (AIS).
- Develop evidence-informed treatment plans for sports injuries.
- Document treatment records and monitor treatment outcomes.
- Recognise conditions requiring referral to healthcare professionals.

Level 4 – Expert

Candidates shall be able to:

- Perform advanced biomechanical and gait analysis.
- Conduct complex orthopaedic assessment and differential clinical reasoning.
- Design multidisciplinary evidence-based treatment programmes.
- Integrate advanced therapeutic techniques including:
 - Instrument Assisted Soft Tissue Mobilisation (IASTM)
 - Advanced Myofascial Release
 - Muscle Energy Techniques (MET)
 - Joint Mobilisation
 - Functional & Dynamic Stretching
 - Sports Taping & Strapping
 - Cupping integration (where permitted)
- Design pre-event, post-event, inter-event, and rehabilitation protocols for athletes.
- Develop sport-specific injury prevention and performance programmes.
- Interpret tissue response and modify treatment in real time.
- Apply evidence-based practice and critical clinical reasoning.
- Train, supervise, mentor, and assess junior therapists.
- Demonstrate professional leadership, ethical decision-making, referral protocols, and long-term athlete management.

Competency Progression

Competency progresses from safe delivery of fundamental sports massage techniques and basic stretching (Level 1), to independent clinical treatment and advanced manual therapy (Level 2), followed by integrated rehabilitation and clinical reasoning (Level 3), culminating in

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	25

expert-level sports performance management, complex assessment, multidisciplinary treatment planning, evidence-based practice, and professional leadership (Level 4).

Assessment Methods

- Written Examination
- Practical Demonstration
- Case Study Assignment (Level 3 & Level 4)
- Viva Voce / Professional Interview (Level 4)
- Portfolio Review (where applicable)
-

CPD Requirements

Level 1: 15 Hours; **Level 2:** 20 Hours; **Level 3:** 30 Hours; **Level 4:** 40 Hours

Aesthetic Device Practitioners

Definition: Professionals operating non-invasive aesthetic devices (e.g. laser, IPL, radio frequency, ultrasound) to perform treatments such as hair removal, skin rejuvenation, and body contouring, ensuring safety, correct parameter selection, and compliance within non-medical aesthetic practice.

Level Descriptions:

Level 1 – Radio Frequency (RF) Treatment Practitioner

- Understand device principles (laser, IPL, RF basics)
- Identify contraindications and safety risks
- Prepare treatment area, PPE, and equipment
- Perform basic treatments under supervision
- Follow hygiene, infection control, and safety protocols

Level 2 – Laser & Light Therapy Practitioner

- Perform treatments independently (laser/IPL/RF)
- Conduct full client consultation and skin assessment
- Select appropriate machine parameters (energy, wavelength, depth)
- Monitor skin response and adjust treatment
- Provide aftercare and manage basic risks

Level 3 – High-Intensity Focus Ultrasound (HIFU) Practitioner

- Perform advanced treatments (HIFU, RF, combination protocols)
- Develop structured treatment plans based on client condition
- Adjust parameters based on tissue response
- Manage complications and adverse reactions
- Evaluate treatment outcomes

Level 4 – Multi-Model Aesthetic Device Practitioner

- Design full treatment programmes (multi-device integration)
- Justify treatment strategy (e.g. HIFU + RF combination logic)
- Perform advanced risk management and clinical decision-making
- Develop SOPs and treatment protocols
- Train, assess, and supervise practitioners

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	26

Treatment complexity increases based on device type, parameter settings, and client condition, with advanced multi-device and high-risk procedures restricted to higher certification levels.
Assessment Methods: Written Test, Practical Demo, Portfolio Review, Professional Interview, Safety & Risk Assessment

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Nail Care & Nail Technology Professionals

Definition: Professionals providing non-medical nail care and enhancement services, including manicure, pedicure, nail art, and nail extension systems, ensuring hygiene, safety, and aesthetic quality within non-medical practice.

Level Descriptions:

Level 1 – Manicure & Pedicure Services

- Perform basic nail care under supervision
- Understand nail anatomy and hygiene
- Conduct simple manicure and pedicure procedures
- Identify contraindications

Level 2 – Nail Art Design

- Perform manicure and pedicure independently
- Apply basic nail art techniques
- Maintain hygiene and client care
- Conduct consultation and service planning

Level 3 – Nail Enhancement & Extension

- Perform nail enhancements (gel, acrylic, extensions)
- Execute customised nail designs
- Manage nail conditions and corrections
- Supervise junior staff

Level 4 – Advances Nail Systems

- Design advanced nail systems and structures
- Handle complex corrections and restoration
- Train and assess practitioners
- Develop service protocols and business operations

Treatment complexity increases based on nail systems, materials, and design techniques, with advanced enhancement and corrective procedures restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	27

Pâtisserie & Bakery Professionals

Definition: Professionals engaged in the preparation, production, artistic presentation, and service of bakery and pâtisserie products, including breads, cakes, desserts, chocolate, and sugar work, within professional or commercial food service environments, ensuring food safety, quality, and operational efficiency.

ELIGIBILITY / ENTRY REQUIREMENT

No prior certification required for Level 1.

For Levels 2–4, candidates must demonstrate prior competency in basic bakery or food preparation (Level 1 or equivalent).

Food hygiene and safety certification is mandatory.

Level Descriptions

Level 1 – Basic Bakery & Pastry

- Perform basic bakery and pastry preparation tasks under supervision
- Assist in dough preparation, simple cakes, and basic pastries
- Understand food hygiene, safety, and basic baking principles
- Operate equipment safely under guidance

Level 2 – Intermediate Bakery Production

- Produce bakery and pastry items independently following standard recipes
- Apply baking techniques, fermentation control, and temperature management
- Maintain hygiene and quality control standards
- Conduct basic production planning

Level 3 – Advanced Patisserie (Technical & Creative)

- Develop and modify recipes for bakery and pâtisserie products
- Execute advanced techniques (e.g., laminated doughs, plated desserts, chocolate work)
- Manage production workflow and quality consistency
- Supervise junior staff

Level 4 – Expert (Innovative & Leadership)

- Design innovative bakery and pâtisserie products
- Lead production operations and optimise efficiency
- Implement quality assurance and food safety systems
- Train and assess practitioners

Product complexity increases based on techniques, ingredients, and presentation standards, with advanced production, artistic design, and innovation restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

Culinary Arts Professional

Definition: Culinary professionals engaged in food preparation, cooking, menu execution, and kitchen operations within commercial or semi-commercial environments, ensuring food safety,

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	28

quality, efficiency, and professional culinary standards. This certification excludes clinical nutrition, dietetics, and medical dietary prescription.

Eligibility / Entry Requirement

- No prior certification required for **Level 1**
- For **Level 2–4**, candidates must demonstrate prior competency equivalent to the preceding level
- Relevant industry experience may be considered under RPL (Recognition of Prior Learning)
- Food hygiene and safety certification is required

Levels Description

Level 1 – Basic Culinary Practitioner

- Perform basic food preparation and cooking tasks under supervision
- Apply fundamental knife skills and cooking methods
- Follow hygiene and safety practices
- Assist in kitchen operations

Level 2 – Intermediate Culinary Practitioner

- Prepare standard dishes independently following recipes
- Manage timing, consistency, and workflow
- Apply cooking techniques and portion control
- Maintain kitchen hygiene and quality

Level 3 – Advanced Culinary Practitioner

- Design dishes and adapt recipes
- Apply advanced cooking techniques (e.g., sauces, plating, multi-component dishes)
- Supervise junior staff and manage workstations
- Ensure consistency and quality control

Level 4 – Expert Culinary Practitioner

- Develop menus and culinary concepts
- Lead kitchen operations and optimise efficiency
- Implement food safety systems (HACCP awareness level)
- Train and assess culinary practitioners

Competency complexity increases based on cooking techniques, kitchen operations, and menu design, with advanced culinary innovation and leadership responsibilities restricted to higher certification levels.

Assessment Methods: Practical Demo, Written Test, Portfolio, Interview

CPD Requirements: Level 1: 15 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	29

Digital Content Creator & Social Media Professional

Definition: Professionals who design, produce, manage, and optimise digital content across social media platforms for personal branding, business development, and audience engagement.

This scope includes content planning, scripting, filming, editing, platform strategy, analytics, and performance optimisation within non-medical and non-financial domains.

This certification does not include regulated activities such as financial advisory, medical communication, or legal consultation.

Level 1 – International Social Media Content Analyst

- Open entry (no prior experience required)
- Basic digital literacy required
- Basic understanding of social media platforms

Level 2 – International Social Media Trainer & Strategist

- Must hold Level 1 certification or demonstrate equivalent competency through RPL
- Evidence of content creation and analytics experience

Level 3 – International Social Media Business Coaching Consultant

- Must hold Level 2 certification or demonstrate equivalent competency through RPL
- Evidence of business advisory, coaching, or social media strategy implementation

Level 4 – International Social Media Business Coaching Director

- Must hold Level 3 certification or demonstrate equivalent competency through RPL
- Evidence of leadership, training management, certification assessment, or organisational strategy experience

Recognition of Prior Learning (RPL) may be applied to assess existing skills, qualifications, portfolios, and industry experience.

Professional ethics, platform compliance, audience responsibility, and content integrity are required across all certification levels.

COMPETENCY DOMAINS

Domain 1 – Content Creation & Production

- Content planning
- Script writing
- Photography
- Videography
- Editing
- Publishing

Domain 2 – Content Strategy & Planning

- Content calendar management
- Campaign planning
- Brand positioning
- Audience targeting

Domain 3 – Audience Engagement & Communication

- Community management
- Customer interaction
- Engagement optimisation
- Communication strategy

Domain 4 – Analytics, KPI & Performance Measurement

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	30

- KPI monitoring
- Instagram analytics interpretation
- Data analysis
- Performance reporting
- Weighted scoring evaluation

Domain 5 – Funnel & Conversion Strategy

- Awareness Funnel
- Engagement Funnel
- Lead Generation Funnel
- Conversion Funnel
- Customer Journey Analysis

Domain 6 – Professional Practice, Ethics & Platform Compliance

- Ethical content creation
- Copyright compliance
- Platform policy compliance
- Professional conduct

LEVEL DESCRIPTIONS

LEVEL 1 – INTERNATIONAL SOCIAL MEDIA CONTENT ANALYST

Purpose

Able to create, publish, monitor and analyse social media content performance using platform analytics and KPI indicators.

Competency Requirements

The candidate shall be able to:

- Create basic social media content
- Publish content across social media platforms
- Understand platform fundamentals
- Read Instagram Insights and analytics dashboards
- Monitor reach, impressions, engagement and follower growth
- Identify content performance issues
- Understand KPI measurements
- Understand social media funnel concepts
- Apply basic weighted scoring methods
- Recommend basic improvement actions

Limitations

The candidate is NOT required to:

- Conduct training
- Coach individuals
- Deliver consulting services
- Design training programmes

LEVEL 2 – INTERNATIONAL SOCIAL MEDIA TRAINER & STRATEGIST

Purpose

Able to independently manage social media strategies, analyse performance data and provide training and coaching to individuals or teams.

Competency Requirements

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	31

The candidate shall be able to:

- Plan and execute content strategies
- Conduct KPI analysis
- Evaluate campaign performance
- Conduct funnel analysis
- Apply weighted scoring methodologies
- Develop content calendars
- Improve audience engagement and conversion rates
- Deliver social media training
- Coach content creators
- Conduct content audits
- Prepare performance reports

Additional Responsibilities

- Train individuals and teams
- Mentor content creators
- Provide strategic recommendations

LEVEL 3 – INTERNATIONAL SOCIAL MEDIA BUSINESS COACHING CONSULTANT

Purpose

Able to provide professional advisory and coaching services to businesses, brands and content creators.

Competency Requirements

The candidate shall be able to:

- Develop business-focused content strategies
- Design growth and conversion frameworks
- Advise businesses on social media positioning
- Analyse performance and optimise business outcomes
- Develop lead generation strategies
- Conduct business coaching sessions
- Guide organisations on social media transformation
- Evaluate return on content investment (ROCI)

Additional Responsibilities

- Business advisory
- Strategic consulting
- Corporate coaching
- Brand development consultancy

LEVEL 4 – INTERNATIONAL SOCIAL MEDIA PRINCIPAL ASSESSOR / CERTIFIED TRAINER

Purpose

Able to lead organisational social media strategies, certification programmes, assessor development and professional competency standards.

Competency Requirements

The candidate shall be able to:

- Design certification schemes and competency standards
- Develop training programmes and assessment systems
- Lead organisational social media strategy

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	32

- Manage trainers, coaches and consultants
- Validate competency of candidates
- Develop KPI frameworks and benchmarking systems
- Establish coaching methodologies
- Lead national and international projects

Additional Responsibilities

- Principal Assessor
- Lead Trainer
- Scheme Developer
- Competency Validator
- Certification Programme Director

ASSESSMENT METHODS

Assessment Method	L1	L2	L3	L4
Written Examination	✓	✓	✓	✓
Practical Demonstration	✓	✓	✓	✓
Portfolio Review	✓	✓	✓	✓
Professional Interview	✓	✓	✓	✓
Training Delivery Assessment	—	✓	✓	✓
Business Case Study	—	✓	✓	✓
Coaching Assessment	—	✓	✓	✓
Assessor Validation Exercise	—	—	—	✓

CPD REQUIREMENTS

- **Level 1:** 15 Hours per Year
- **Level 2:** 20 Hours per Year
- **Level 3:** 30 Hours per Year
- **Level 4:** 40 Hours per Year

Aviation & Drone Technology Professionals – Certified Drone Pilot Specialist (CDPS)

Definition: Professionals who demonstrate competency in unmanned aerial vehicle (UAV) operations, flight safety management, aviation regulations compliance, mission planning, aerial data collection, and operational risk assessment. Certified Drone Pilot Specialists are responsible for conducting safe, legal, and effective drone operations for commercial, industrial, agricultural, inspection, surveillance, mapping, photography, and training purposes.

ELIGIBILITY / ENTRY REQUIREMENT

Level 1: No prior certification or experience required.

Level 2: Candidates shall demonstrate competency equivalent to Level 1 or possess basic drone flight experience.

Level 3: Candidates shall demonstrate competency equivalent to Level 2 and possess practical experience in commercial or specialised drone operations.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	33

Level 4: Candidates shall demonstrate competency equivalent to Level 3 and possess experience in drone training, supervision, assessment, or operational management.

Knowledge of applicable national aviation regulations and drone safety requirements is mandatory for all levels.

Level Descriptions

Level 1 – Drone Pilot Assistant

- Demonstrate understanding of basic drone components and operating principles
- Perform pre-flight inspection under supervision
- Conduct basic take-off, hovering, manoeuvring, and landing procedures
- Apply flight safety principles and operational precautions
- Perform battery charging, storage, and management procedures
- Maintain basic flight records and operational documentation

Level 2 – Certified Drone Pilot Specialist

- Operate drones independently within approved operating conditions
- Conduct GPS-assisted flight operations and waypoint navigation
- Plan and execute aerial photography and videography missions
- Perform flight risk assessment and hazard identification
- Manage flight logs, maintenance records, and mission documentation
- Implement emergency procedures and contingency responses

Level 3 – Senior Drone Operations Specialist

- Conduct specialised drone operations for mapping, surveying, inspection, and agriculture
- Plan and manage complex flight missions and operational workflows
- Evaluate weather conditions and operational risks
- Perform advanced mission planning and airspace coordination
- Supervise drone operation teams and junior pilots
- Ensure operational compliance with aviation regulations and organisational procedures

Level 4 – Master Drone Pilot Assessor

- Develop and evaluate drone operational competency standards
- Conduct pilot assessments and certification evaluations
- Lead flight safety audits and operational reviews
- Design risk management and operational safety programmes
- Deliver professional drone pilot training programmes
- Establish organisational drone operation procedures and best practices

Competency Progression

Operational complexity increases progressively from basic flight operation to specialised mission execution, operational leadership, assessor responsibilities, and competency standard development.

Level 1 focuses on foundational operational skills and safety awareness.

Level 2 focuses on independent flight operation and mission execution.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	34

Level 3 focuses on specialised commercial operations, supervision, and operational management.

Level 4 focuses on assessment, leadership, training, governance, and industry best practices.

Assessment Methods

- Written Examination
- Practical Flight Assessment
- Flight Simulation Assessment
- Portfolio / Flight Log Review
- Case Study Assessment
- Professional Interview / Viva Voce

CPD Requirements

Level 1: 15 Hours; Level 2: 20 Hours; Level 3: 30 Hours; Level 4: 40 Hours

Typical Job Roles

Level 1

- Drone Flight Assistant
- UAV Operations Assistant
- Junior Drone Technician

Level 2

- Commercial Drone Pilot
- Aerial Photography Operator
- UAV Operations Specialist

Level 3

- Senior Drone Pilot
- Drone Survey & Mapping Specialist
- Agricultural Drone Specialist
- Infrastructure Inspection Specialist

Level 4

- Master Drone Pilot Assessor
- Drone Training Instructor
- Drone Operations Manager
- Certification Assessor
- Aviation & Drone Technology Consultant

Aviation & Drone Technology Professionals – Certified Drone Maintenance Specialist (CDMS)

Definition: Professionals engaged in the assembly, inspection, maintenance, repair, troubleshooting, calibration, and technical support of unmanned aerial vehicles (UAVs), including mechanical systems, electronic systems, flight controllers, communication systems, batteries, firmware, and operational maintenance procedures to ensure safety, reliability, and airworthiness.

ELIGIBILITY / ENTRY REQUIREMENT

No prior certification required for Level 1.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	35

For Levels 2–4, candidates must demonstrate prior competency in drone maintenance, electronics, engineering, aviation technology, or equivalent practical experience.

Basic electrical safety and tool handling competency are mandatory.

Level Descriptions

Level 1 – Drone Maintenance Assistant

- Identify major drone components and system functions
- Perform basic drone assembly and disassembly tasks under supervision
- Conduct routine inspection and preventive maintenance
- Understand battery handling and charging safety procedures
- Use maintenance tools correctly and safely
- Complete basic maintenance records and checklists

Level 2 – Certified Drone Maintenance Specialist

- Perform motor replacement and component installation
- Conduct ESC testing and troubleshooting
- Inspect flight controller systems and wiring integrity
- Perform firmware updates and configuration checks
- Diagnose common electrical and mechanical faults
- Carry out corrective maintenance procedures independently

Level 3 – Senior Drone Maintenance Engineer

- Calibrate flight controller and navigation systems
- Repair electronic components and communication systems
- Diagnose complex technical faults and performance issues
- Perform image transmission system maintenance
- Develop maintenance schedules and technical procedures
- Supervise maintenance operations and quality control activities

Level 4 – Master Drone Maintenance Assessor

- Conduct technical audits and maintenance assessments
- Evaluate maintenance competency and certification candidates
- Develop maintenance standards and technical guidelines
- Lead training and assessor development programmes
- Implement quality management systems
- Manage organisational maintenance compliance and continuous improvement

Competency Progression

Technical complexity increases based on maintenance responsibility, diagnostic capability, repair complexity, quality assurance requirements, and leadership responsibilities.

Level 1 focuses on basic maintenance support and safety awareness.

Level 2 focuses on independent maintenance and fault diagnosis.

Level 3 focuses on advanced technical repair, calibration, and operational supervision.

Level 4 focuses on assessment, leadership, governance, quality systems, and competency development.

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	36

Core Competency Areas

Drone Systems Knowledge

- UAV structure
- Mechanical systems
- Electronic systems
- Communication systems

Maintenance & Repair

- Inspection procedures
- Preventive maintenance
- Corrective maintenance
- Component replacement

Electrical & Electronic Systems

- Circuit testing
- ESC systems
- Flight controllers
- Power distribution systems

Firmware & Software

- Firmware updates
- Configuration management
- System calibration
- Diagnostic software

Quality & Safety

- Maintenance documentation
- Technical compliance
- Battery safety
- Quality control

Training & Assessment

- Technical evaluation
- Assessor judgement
- Training delivery
- Competency verification

Assessment Methods

- Written Examination
- Multiple Choice Questions (MCQ)
- Short Answer Questions
- Practical Maintenance Demonstration
- Fault Diagnosis Assessment
- Portfolio / Case Study Submission
- Viva Voce / Professional Interview

CPD Requirements

Level 1: 15 Hours; Level 2: 20 Hours; Level 3: 30 Hours; Level 4: 40 Hours

	ICM INTERNATIONAL MANAGEMENT SDN BHD	Document Code	CSM-ICM-002
		Effective Date	25 May 2026
	Annex A – Competency Matrix	Version	1.5
		Page no	37

Typical Job Roles

Level 1

- Drone Maintenance Assistant
- UAV Service Assistant
- Technical Support Assistant

Level 2

- Drone Maintenance Specialist
- UAV Technician
- Drone Repair Technician

Level 3

- Senior Drone Maintenance Engineer
- UAV Systems Engineer
- Technical Maintenance Supervisor
- Drone Service Manager

Level 4

- Master Drone Maintenance Assessor
- Drone Maintenance Trainer
- Technical Audit Specialist
- UAV Maintenance Consultant
- Certification Assessor

Competency Elements & Performance Criteria

Competency Category	Level 1 – Basic	Level 2 – Intermediate	Level 3 – Advanced	Level 4 – Expert
Knowledge	Understands basic baking theory, ingredients, and hygiene	Applies baking science, fermentation, and recipe interpretation	Analyses baking processes, ingredient functionality, and quality outcomes	Evaluates, innovates, and teaches advanced baking & pastry concepts
Practical Skills	Performs basic dough mixing, baking, and pastry preparation	Independently produces standard bakery & pastry products	Executes advanced pastry, chocolate, sugar, and plated dessert works	Demonstrates expert-level execution and refinement of complex techniques
Application	Follows instructions and standard operating procedures	Adapts recipes and techniques to production needs	Designs products, solves production challenges, supervises output	Leads innovation, product development, and operational strategy

Professional Judgement	Recognises basic quality and safety requirements	Applies judgement to ensure consistency and hygiene compliance	Evaluates risks, quality issues, and corrective actions	Exercises expert judgement in training, assessment, and innovation
Hygiene & Safety	Applies basic food safety and personal hygiene	Maintains HACCP-aligned food safety practices	Implements and monitors advanced hygiene & risk control systems	Establishes, audits, and trains others on food safety systems
Equipment Handling	Uses basic bakery equipment safely	Operates ovens, mixers, and tools independently	Optimises equipment use and troubleshooting	Specifies, evaluates, and trains others on specialised equipment

Assessment Methods

Assessment Method Applicable

Written Examination (MCQ / Short Answer)

Practical Skill Demonstration

Portfolio / Case Submission

Oral Interview / Viva Voce

Levels

Level 1, Level 2

Level 1, Level 2, Level 3, Level 4

Level 3, Level 4

Level 4

CPD Requirements (3-Year Certification Cycle)

Level Minimum CPD Hours

Level 1 – Basic 15 hours

Level 2 – Intermediate 20 hours

Level 3 – Advanced 30 hours

Level 4 – Expert 40 hours

Progression Rules

- Candidates must complete Level 1 before progressing to Level 2, Level 2 before Level 3, and Level 3 before Level 4
- Recognition of Prior Learning (RPL) may be applied for direct entry to Level 3 or Level 4, subject to documented evidence and supplementary assessment
- RPL does not exempt candidates from competence assessment