



STAR OUTSTANDING BUSINESS AWARDS
2017

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THE BEST
IN **MALAYSIAN**
SME BUSINESS

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(based on company turnover)

- Up to RM25m turnover
- Above RM25m turnover



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Every business starts with a dream of making it big. The climb to the top is never easy and there are always new peaks to conquer. Along the way, it is good to savour the achievements so far and to be motivated by them.

And success is sweetest when it comes with the recognition that you are among the best. This is why we are proud to honour Malaysia's small and medium-sized enterprises through the Star Outstanding Business Awards (SOBA).

Despite the name, the small and medium-sized enterprises are a huge contributor to the nation and the economy. To underscore their importance, SOBA not only highlights their key accomplishments but also encourages them and other up-and-coming businesses to keep growing and improving.

Since 2010, the awards have been presented to local companies that stand out among their peers in areas that truly make a difference, such as marketing, branding, corporate social responsibility, innovation, human capital and environmental awareness. Our goal is to inspire the country's small and medium-sized enterprises to fulfil their potential and make a name for themselves.

SOBA is not only about collecting prestigious accolades. It is also a benchmarking platform for small and medium-sized enterprises to gauge where they stand within their industries and how far they have progressed. We urge local businesses to seize this opportunity to take stock of the things they have done well and to figure out what more has to be done to reach the next level. There is much to learn when success shines a light on winning ideas and strategies.

Last year, we decided that each of our Top-of-the-Class Awards would be open to two sub-categories - enterprises with sales turnover of up to RM25mil, and those with sales turnover of more than RM25mil. This change resulted in an overwhelming response. We acknowledge that this structure allowed a wider range of businesses to get the best out of SOBA and we are happy to continue with it in 2017.

At the heart of SOBA is a deep appreciation for the integral role of businesses in the nation's development. The sturdiness of our companies has a bearing on the strength and stability of the country. Malaysia needs worthy champions.

Our judging process will thus remain stringent to ensure that only enterprises with excellent strategies and performance emerge as award winners. There are no shortcuts in the journey to discover exceptional role models for start-ups and small and medium-sized enterprises, but at the end, the rewards for everybody are fine indeed.

Are you ready for SOBA 2017?

Here's wishing you all the best in your quest for greater success.



Datuk Seri Wong Chun Wai
Group Managing Director/Chief Executive Officer
Star Media Group Berhad



ABOUT THE AWARDS



The Star Outstanding Business Awards (SOBA) are The Star's efforts in recognising up-and-coming enterprises and their contributions to the Malaysian economy. In line with the Government's commitment to develop homegrown enterprises, **SOBA** seeks to inspire and encourage local businesses to promote Malaysia and showcase its products and services to the world.

To encourage businesses to soar beyond the usual boundaries, these awards will be presented to local enterprises for excelling in areas that span across sectors. This means not only looking at businesses that do well with their bottom lines, but that are at the forefront in anticipating the future needs not only of the company, but also of the economic sector in which they operate. An enterprise that knows how to adjust its operational procedures to meet environmental concerns, and in the process grow its profits, will stand out.

Particular attention will be given to local businesses that export their products or services, as they help to promote Malaysia as a global centre of commercial excellence. It is envisaged that SOBA winners are looking towards listing on the Malaysian stock exchange in the not too distant future.

The awards are further sub-categorised into enterprises that have sales turnover of up to or above RM25 million respectively. This change was called for, to recognise the achievements of upcoming small-medium businesses and start-ups as they compete on a level playing field in the awards. At its core, SOBA recognises the important role local businesses play towards the building up of our nation, whichever space in the revenue spectrum that they occupy.

OBJECTIVES



The Star Outstanding Business Awards was established to promote excellence and stimulate positive competition, showcasing the achievements attained by outstanding businesses with the following key objectives:

- To recognise the role and contributions of outstanding businesses towards the nation and the economy;
- To encourage local enterprises to continue developing and elevating their businesses;
- To motivate and inspire home-grown businesses to aim for excellence in their products and services;
- To celebrate and highlight the achievements of local enterprises that have contributed to the growth of the community; and
- To inspire and encourage local businesses to promote Malaysia and showcase its products and services to the world.

AWARD CATEGORIES

Businesses are not evaluated based on their sectoral achievements but on excellence attained in the different fundamental areas that are pertinent to every organisation. SOBA will further categorise each Top-of-the-Class Awards into two further sub-categories, that is enterprises with sales turnover of up to RM25 million, and that of above RM25 million.

Kindly indicate in the Application Form whether you are applying for the category with up to or above sales turnover of RM25 million.

The award categories and criteria are as follow:

TOP-OF-THE-CLASS AWARDS

- ***Best in Marketing Award***

Awarded to the local enterprise that knows how to employ effective, innovative and creative marketing strategies to promote its products and services.

- ***Best Brand Award***

This award goes to the local enterprise that has invested in building a strong Malaysian brand that is valued and appreciated by all.

- ***Best in CSR Award***

Awarded to the local enterprise that is strong in corporate social responsibility. An example of this is a local enterprise that apportions part of its profits and other resources to serving the needs of the community.

- ***Best Green Initiative Award***

Awarded to the local enterprise that exhibits high environmental awareness, particularly with regard to its production facilities and procedures, specific environmental programmes or initiatives undertaken as part of the local enterprise's overall vision and mission.

- ***Best Employer Award***

Human capital is one of the most vital resources that determine the success of a local enterprise. In recognition of employers who have demonstrated commitment towards human capital, this award is given to the local enterprise that positions itself as a leading organisation to work for.

- ***Best Innovation Award***

Awarded to the local enterprise with innovative ideas, processes, products and/or services that have contributed to the success of the company, its employees and stakeholders.

- ***Best Global Market Award***

Awarded to the local enterprise that has made an impact in the global market and excelled in international networking, with at least 25% of its revenue generated from exports.

OUTSTANDING ACHIEVEMENT AWARDS

- ***Rising Star Award***

Awarded to the best new, up-and-coming local enterprise that has displayed great potential to become a successful player in the local and / or international market.

Businesses vying for the Rising Star Award will not be evaluated based on the sales turnover categorisation.

- ***Entrepreneur of the Year Award (Male / Female / Young)***

Awarded to the most outstanding entrepreneur who has propelled his / her company forward with vision, innovation and farsightedness. The applicant should have demonstrated exemplary management and leadership skills, with the local enterprise under his / her leadership achieving an admirable and profitable track record.

There will be two categories of winners - one, for the entrepreneur leading a company with sales turnover of up to RM25 million and the second, for the entrepreneur leading a company with the sales turnover of above RM25 million.

- ***Malaysian Business of the Year Award***

The Malaysian Business of the Year award is the pinnacle award for SOBA. For the first time this year, there will be two winners - one, for the enterprise having sales turnover of up to RM25 million and the second, for the organisation having the sales turnover of above RM25 million. Both enterprises would have received the highest ratings in the other award categories and are the best in market in their respective categories applied for, with exemplary track record in most areas.

This illustrious award goes to the local enterprise that has received high ratings in the other award categories and is generally the best in market with exemplary track record in most areas.

OTHER SUBSIDIARY AWARDS

- ***Special Mention Award***

Awarded as a subsidiary title to Outstanding Achievement Awards (Rising Star Award & Entrepreneur of the Year Award) for entries which has demonstrated potential and are worthy for a special recognition.

- ***Most Promising Award***

Awarded as a subsidiary title to acknowledge entries which have showed potential in future development.

1) Eligibility Requirements for All Awards except Rising Star Award

In order to qualify as an applicant for any of the award categories listed except for the Rising Star Award, local enterprises must meet the following requirements:

- Not part of a multinational* group;
- Not part of a listed** group;
- A company duly incorporated in Malaysia in accordance with the Companies Act, 1965;
- Foreign equity holding does not exceed 50%;
- Company has not submitted any proposal for initial public offering (IPO) up to the closing date of SOBA which is 13 October 2017;
- Must submit audited financial statements for past three (3) consecutive financial years; and
- Companies that have won the Platinum Award three years in a row in the same category shall observe a one-year cooling off period before applying for that category again.

2) Eligibility Requirements for Rising Star Award

- Not part of a multinational* group;
- Not part of a listed** group;
- A company duly incorporated in Malaysia in accordance with the Companies Act, 1965;
- Foreign equity holding does not exceed 50%;
- Must submit latest audited financial statement or management accounts; and
- Have been in operations for less than three (3) years; and
- Past winners of Rising Star are not eligible to apply.

Note:

* 'Multinational' refers to foreign-owned companies and brands with operations in multiple geographical locations. Malaysian-owned companies operating in multiple geographical locations are eligible to apply.

* Where the business is a franchise, the Franchisor, not the Franchisee, should apply. The Franchisor should be Malaysian.

** Not a holding company, related company or associated company of a public-listed group, including previously listed companies.

3) Eligibility Requirements for Entrepreneur of the Year Award

A. Male

- He must be a Malaysian citizen running the company
- Individual must be an owner / largest shareholder who is mainly responsible for the recent performance of the company, that is at least three (3) years old.
- Past winner of Entrepreneur of the Year (Male category) shall observe a one - year cooling off period before applying for the same category.
- He must be at the age of above 35 by 13 October 2017.

4) Eligibility Requirements for Entrepreneur of the Year Award

B. Female

- She must be a Malaysian citizen running the company.
- Individual must be an owner / largest shareholder who is mainly responsible for the recent performance of the company, that is at least three (3) years old.
- Past winner of Entrepreneur of the Year (Female category) shall observe a one - year cooling off period before applying for the same category.
- She must be at the age of above 35 by 13 October 2017.

5) Eligibility Requirement for Entrepreneur of the Year Award

C. Young

- Individual must be a Malaysian citizen running the company.
- Individual must be an owner / major shareholder who is mainly responsible for the recent performance of the company that is at least three (3) years old.
- Past winner of Entrepreneur of the Year (Young) is not eligible to reapply for the sub-category but may apply for the Entrepreneur of the Year (Male or Female) sub category if the requirements below are met.
- Individual must be at the age of 35 and below by 13 October 2017.

HOW TO PARTICIPATE

Step 1

Obtain your submission pack from:

Star Media Group Berhad
c/o Events Business Unit
Menara Star
No. 15, Jalan 16/11
46350 Petaling Jaya
Selangor, Malaysia.
Tel : 03-7967 1388 ext 1432 / 1657 (Mon-Fri, 9.00am-5.30pm)

or

Download the submission pack from the SOBA microsite at **www.soba.com.my**

Step 2

There are **9 award categories** for which you may apply.

- i) The guidelines for each award category are in the submission pack. Answers must be **typed and printed on white A4 paper**, using **Times New Roman, 12pt. size**. Applicants are strongly encouraged to address all areas to show why they deserve to win in the respective categories. Please limit your total response to **no more than ten A4-size pages for each application/award category** (single side per sheet).
- ii) For the Application Form, please indicate "N/A" where "Not Applicable." Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

Step 3

Submit your completed **Application Form** and **Declaration Form** together with:

- i) the relevant supporting documentation and information based on the judging criteria/guidelines;
- ii) **A non-refundable processing fee of RM600 (exclusive of GST) for each award category application)** by **cheque/postal order** made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only.

ROC : 10894-D

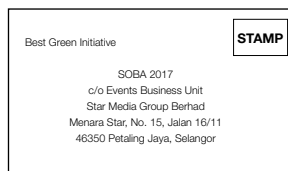
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Step 4

Applications for each award category should be submitted in **separate envelopes**, and clearly **labelled with the name of the award category on the top left-hand corner of the envelope** (e.g. if applying for both Best Green Initiative and Best Employer Awards, submit applications in two separate envelopes, labelled Best Green Initiative and Best Employer).

The **name of the contact person and telephone number** should also be clearly indicated on the back of the envelope. SOBA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within 3 working days. If receipt has not been confirmed, the applicant should contact the SOBA Secretariat to confirm receipt.

E.g.



Front of envelope



Back of envelope

Step 5

Send your applications to:

SOBA 2017
c/o Events Business Unit
Star Media Group Berhad
Menara Star
No. 15, Jalan 16/11
46350 Petaling Jaya
Selangor, Malaysia

Applications must be received by the Organiser on or before Friday, 13 October 2017.

JUDGING OF ENTRIES / WINNERS' REWARDS and BENEFITS



The Judging Process

The judges will be using weighted marks for responses to criteria/guidelines as set out in each category of awards in the application forms to arrive at their final decision.

The award categories will be reviewed by several groups of judges concurrently, except for Malaysian Business of the Year Award, which will be reviewed by the final panel of judges.

The final panel of judges will include one representative each from the initial group of judges.

For the Malaysian Business of the Year Award, the winner will be the company that has received the highest cumulative score from the other award categories.

In the event of a tie, the final panel of judges will decide on the winner who is generally the best in market with exemplary track record in most areas.

Winners' REWARDS and BENEFITS

For all WINNERS

1. Free editorial publicity in SMEBiz pullout / MetroBiz section

Top-of-the-Class Awards

Platinum winners : One story in SMEBiz pullout

Gold winners : One cover story in MetroBiz section

Silver winners : One story in MetroBiz section

Outstanding Achievement Awards

Grand winners: One cover story in SMEBiz pullout

Note: Not convertible to cash or advertising space. Editorial publicity will be in one day. Must be utilised within 3 months.

2. Preferential rates for additional ads in The Star carrying the SOBA logo
3. Coveted trophy at the Awards Night
4. Use of SOBA logo/monogram on corporate and A&P collaterals
5. Exposure through publicity (print and online)
6. Opportunity to attend and speak at special workshops/talks aimed at helping companies grow and move forward

For all FINALISTS

Certificate of Merit

For RISING STAR AWARD WINNER

Cash award of RM10,000 sponsored by Credit Guarantee Corporation Malaysia Berhad

For all PARTICIPANTS

1. Certificate of Participation
2. Free seat (for company CEO) at the Awards Night
3. Opportunity to self check, network with key business professionals and the business fraternity
4. Free 1 year digital access to The Star e-paper, and 4 regional e-papers (The Jakarta Post, The Nation, The Philippine Daily Inquiry and China Daily Asia Weekly) upon submission to SOBA 2017 Awards.

TERMS AND CONDITIONS

PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE SUBMITTING THE ENTRY FORM TO PARTICIPATE IN “THE STAR OUTSTANDING BUSINESS AWARD 2017” (“**SOBA**”) AS THEY CONTAIN BINDING LEGAL TERMS AND OBLIGATIONS INCLUDING LIMITATIONS OR EXCLUSION OF STAR MEDIA GROUP BERHAD’S (“**Organizer**”) LIABILITY. BY SUBMITTING THE ENTRY FORM, YOU ARE DEEMED TO UNDERSTAND AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS IN ITS ENTIRETY.

Your entry submission will be automatically disqualified if you fail to comply with any of the following Terms and Conditions and/or the Entry Requirements set forth in SOBA’s Submission Pack.

Terms and Conditions:

- (1) Original “Application and Declaration Form” in SOBA’s Submission Pack (collectively referred to as the “Entry Form”) must be submitted to the Organizer at Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya, Selangor Darul Ehsan from 27th April 2017 to 13th October 2017 (“Submission Period”). Incomplete Entry Form or Entry Form submitted out of the Submission Period will be automatically rejected.
- (2) If any information provided by a participant in the Entry Form is subsequently discovered to be fraudulent or false or if there is a material misstatement or omission, the said participant will be automatically disqualified. The same shall apply to any information given by winners whereby the award/prize awarded will be automatically revoked.
- (3) The judges’ decision is final. No appeal will be allowed and/or entertained. The participants shall not resort to court proceedings to review the judges’ decision.
- (4) The Entry Form must be signed off by the duly authorised highest ranking officer of the participant.
- (5) All submitted Entry Forms will not be returned and shall remain the property of the Organiser.
- (6) The Organiser will not be responsible for entries damaged or lost through the post. Proof of posting is not proof of receipt.
- (7) The Organiser reserves the right to use non-confidential information of the participants and the logos/brand names/trademarks provided by the participants/winners in all publications and collaterals related to SOBA and/or the Organiser.
- (8) Subject to the Notice set forth in Clause 15 hereof, partners and/or sponsors of SOBA may contact the participants/winners for marketing promotions and activities.
- (9) Participants shall not submit more than one (1) Entry Form for the same award category.
- (10) Shortlisted participants may be contacted for media interviews.
- (11) Winners of SOBA will be announced on the night of the SOBA Ceremony to be held on 16th January 2018 at Connexion@Nexus, Bangsar South, 59200 Kuala Lumpur.
- (12) In the event of any award/prize being unavailable for any reason, the Organiser has the right to substitute the award/prize with any other product of similar value. All awards/prizes are non-transferable, non-refundable and non-exchangeable for cash or for any other prizes. All awards/prizes are given on an “As Is, Where Is” basis.

TERMS AND CONDITIONS

- (13) There will be a cash award of Ringgit Malaysia Ten Thousand (RM10,000.00) to the winner of Rising Star category sponsored by Credit Guarantee Corporation Malaysia Berhad ("CGC"). This cash award is subject to CGC's sole and absolute discretion. CGC reserves the right to withdraw the cash award in any event which may adversely affect CGC's interest. CGC disclaims all liability in connection with and/or arising from the cash awards sponsorship.
- (14) By submitting the Entry Form, the participants acknowledge and agree that the Organiser excludes all warranty and/or liability in connection with the awarded prizes and/or SOBA. Participants shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death) resulting from their participation in SOBA, redemption and/or usage of the awards/prizes. The Organiser shall not be held responsible for any liability, mishap, loss, damage, claim or accident (including personal injury and/or death) in any manner whatsoever suffered by the participants as a result of their participation in SOBA and/or the use of the awarded prizes.
- (15) PERSONAL DATA PROCESSING STATEMENT RELATING TO PARTICIPANTS ("Notice") IN ACCORDANCE WITH PERSONAL DATA PROTECTION ACT, 2010 ("PDPA") AND PUBLICITY
- (a) The PDPA governs the processing of the participants' personal data ("Personal Data") by the Organiser. This Notice is issued to participants to inform that this is the basis upon which the processing of the Personal Data is done by the Organiser.
- (b) Purpose: All information (including Personal Data) submitted by participants for SOBA shall belong to the Organiser and the participants irrevocably and unconditionally consent and permit the Organiser to use, publish or feature the participants' and/or their pictures (which may include their names, statements about SOBA or any of its related matter) without further notice or compensation for publicity, advertising or any other related purposes in any manner whatsoever, including but not limited to any of the Organiser's publications, websites and/or any promotional materials connected to SOBA.
- (c) Transfer: The participants' Personal Data will be kept confidential by the Organiser but the participants agree that for the purposes set out in Clause 15 (b) above, the Organiser may transfer or disclose such Personal Data to the following parties within or outside of Malaysia:
- (i) Other partners or any participating partners which owe a duty of confidentiality to the Organiser;
 - (ii) The Organiser's agents or contractors under a duty of confidentiality to the Organiser providing administrative, telecommunications, data processing or other services to the Organiser in relation to SOBA (such as but not limited to professional advisers, customer call centre providers, gift redemption centres or data entry companies);
 - (iii) Any affiliates that owe a duty of care to the Organiser;
 - (iv) Any law enforcement agency and/or regulatory body for compliance with applicable laws, rules, regulations, codes and/or guidelines and/or any person or entity to whom the Organiser is under a binding obligation to make disclosure under the requirements of any law, rule, regulations, code and/or guideline and/or order of any competent court of law, law enforcement agencies and/or regulatory bodies.

TERMS AND CONDITIONS



- (d) Access: The participants have the right to request access to and to request correction of the relevant participants' Personal Data. Nothing herein contained shall limit the rights of any participant under the PDPA.
- (e) Click here <http://www.thestar.com.my/privacy/> to view the full Privacy Policy of the Organiser. If any participant does not wish to receive the latest information about products, news and events updates, rewards and promotions, special privileges and initiatives from the Organiser and/or its affiliates, partners and advertisers, kindly contact Events at 03 – 7967 1388 ext. 1432 /1657.
- (16) All entry instructions and any other specific details relating to SOBA or the awards/prizes not specified herein shall form part of these Terms and Conditions.
- (17) The Organiser reserves the right to amend these terms and conditions at any time without prior notice and the amended terms and conditions will be uploaded onto www.soba.com.my
- (18) If SOBA is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Organiser, in such event, the Organiser reserves the right, in its sole discretion, to modify, suspend, terminate or cancel SOBA, as appropriate, without prior notice.

GUIDELINES

This award honours marketing innovation, creativity and excellence, and recognises marketing strategies, programmes and campaigns, from concept to execution, that have made a positive impact and have driven business success.

Examples of areas to address:

A. Marketing Initiatives

- Brief description of marketing initiative/campaign carried out to promote your product/service
- How the initiative/campaign objectives were designed to meet business goals and targets

B. Execution

- Marketing strategy and techniques used (including implementation plan, time and budget management and key stakeholders)
- Use of different media channels to enhance and optimise the marketing initiatives, including branding efforts, advertising, merchandising, ground promotions and events, etc

C. Results and Effectiveness

- How the marketing strategy has transformed business operations and made a positive impact on the company
- Show measurable results and outcome of initiatives, in line with objectives and goals (e.g. return-on-investment, increased sales, positive feedback from customers, etc)
- Factors that contributed to the success of the initiative/campaign

Please include supporting documents where applicable.

GUIDELINES

This award goes to the company that has invested in building a strong local brand that is valued and appreciated by the public.

Examples of areas to address:

A. Brand/Company Profile

- A summary of your brand/company profile in 100 to 200 words, including details such as products and services, target markets and operational activities

B. Popularity

- Company's perception of the level of public awareness of your brand. Extent of the brand's network (regional, national, global) and visibility (e.g. network of outlets, advertising and promotional activities, website traffic)
- How marketing strategies including communications plans, advertising and promotional activities have increased the popularity of the brand. Evidence and quantitative measures of their effectiveness (e.g. market penetration, growth patterns)
- Award(s) and nominations for the brand

C. Customer Knowledge

- Activities to understand customers' needs and wants (e.g. market research, surveys, customer insight studies)
- Initiatives to address customers' needs and enhance customer relationships (e.g. customer feedback, customer service reports)

D. Brand Differentiation

- Brand uniqueness of the company's products/services in comparison to competitors

E. Creativity and Innovation

- Originality in terms of product design, packaging, marketing and communication

F. Brand Sustainability

- How long has the brand existed? Plans to maintain sustainability of the brand

Please include supporting documents where applicable.

GUIDELINES

This award is intended to recognise local enterprises that practise corporate social responsibility (CSR) including apportioning part of their profits and other resources, to serving the needs of the community.

Examples of areas to address:

A. Impact of the CSR Programmes

- Company's CSR policies and programmes and their positive impact on the community, employees and business

B. Demonstration of Company Values in CSR

- Management's commitment to promote employees' participation in CSR activities and strong CSR values in the company
- Various communication channels (e.g. media, publications, memoranda, etc.) to communicate CSR message to the staff and public

C. Sustainability

- Measures taken to sustain CSR programmes and expand positive impact on the community, employees and business (e.g. partnership with other companies, dedicated funding strategy, etc.)

Please include supporting documents where applicable.

GUIDELINES

Awarded to the local enterprise that exhibits high environmental awareness, particularly with regard to its production facilities and procedures, specific environmental programmes or initiatives undertaken as part of the local enterprise's overall vision and mission.

Examples of areas to address:

A. Environmental Benefits

- Environmental-friendly policies and procedures in your business. Quantifiable evidence of impact or benefits of such policies and procedures in areas which may include any one or more of the following:
 - energy
 - water
 - materials efficiency
 - waste reduction
 - recycling
- How you increase resource efficiency and reduce negative environmental impact/footprint
- How business competitiveness was enhanced through implementation of these environmental initiatives

B. Commitment of Management and Staff

- Examples of environmental initiatives driven by top management
- How these environmental initiatives are communicated and implemented at different staff levels

C. Demonstration of Company Values in Practice

- Various media (reports, web, community meetings, etc.) used to communicate environmental initiatives, objectives, targets, progress, policies and practices to external stakeholders/public
- How your company has exceeded industry environmental standards

Please include supporting documents where applicable.

GUIDELINES

This award is intended to accredit the local enterprise with the overall best human capital practices, which includes impressive physical working conditions and excellent benefits made available to its employees.

Examples of areas to address:

A. Remuneration

- Company's compensation, benefits and reward schemes, in comparison to industry norms
- The rationale and success of your company's remuneration strategies

B. Career Progression

- Talent management initiatives implemented by your company (e.g. career development plans, mentoring, training, etc.) and their effectiveness
- How has your appraisal system improved staff performance?

C. Learning and Development

- Training and development policies and programmes. Courses offered to employees and other exposure/experience to enhance skills. Alignment of policies and programmes with business objectives and the career development of employees
- Resources allocated to training, learning and development (e.g. manpower, technology, etc.). Include training hours and budgets to substantiate this

D. Welfare

- Policies to ensure and improve the welfare of employees (e.g. childcare facilities, work-life balance, health and wellness, insurance plans, etc.)

E. Workplace Environment

- Facilities and amenities at your premises which contribute to the conduciveness of the working environment
- Corporate culture and management's commitment to encourage workplace harmony

Please include supporting documents where applicable.

GUIDELINES

This Award is for companies with the most innovative ideas, processes, products and or services that have contributed to the success of the companies and their employees, shareholders and other stakeholders. Innovation occurs by design and by using methods, practices and techniques, often beyond the use of a new tool or technology.

Examples of areas to address:

A. Innovation

- What is the innovation for which you seek the Award? Tell us about your innovation
 - If you are not the original creator of the innovation, state where it originated from and the modifications that you have made to the innovation that have made a difference and been beneficial to your organisation/business
 - Innovation may involve the use of information & communications technology (ICT)
- The benefits of the innovation to your organisation

B. Impact

- Innovation's impact to date (e.g. increase in revenue and profits, improved efficiency and productivity, enhanced welfare of the stakeholders such as employees, shareholders, community)
- How has the impact been measured or evaluated?

C. Sustainability of the Innovation

- Commitment by management to promote, ensure and/or enhance the sustainability of this innovation

Please include supporting documents where applicable.

GUIDELINES

This award is intended to recognise local enterprises that are making an impact in the global market and excelling in international networking, with at least 25% of their revenue generated from exports.

Examples of areas to address:

A. Track Record of Export Activities

- Major breakthroughs and milestones achieved by the company in its export pursuit (e.g. exploring / venturing into new markets, strategic network / alliances, etc)
- Company's export market(s), duration of presence in these markets and the products / services offered in these markets
- Total export revenue (in Ringgit Malaysia) and export volume for the past 3 years with breakdown by country
- Percentage of export revenue to total revenue of the company (at least 25% of revenue must be derived from the export revenue)

B. Features of Products / Services Exported

- What are the unique selling points (USPs) of your products / services which distinguishes it from competitors?
- Evidence of overseas consumer satisfaction with the products / services (e.g. customer testimonials, positive media coverage overseas, etc.), if any

C. Marketing Excellence

- Company's global market strategies (e.g. campaigns, seminars, launches, trade fairs, advertising and promotions (A&P), exhibitions, trade associations, etc.)
- The success and effectiveness of these strategies and the benefits gained (e.g. new markets, greater market share, pace in penetrating new markets as compared to other exporters in similar markets)
- Award(s) and recognition conferred on the company by reputable bodies / authorities in the export market (e.g. Best Foreign Enterprise)

Please include supporting documents where applicable.

GUIDELINES

This Award is for the best new, up-and-coming company (less than 3 years in operations) which has displayed great potential to become a successful player in the local and/or international market.

Examples of areas to address:

A. Business Model

- Your business model and/or your products/services and why you believe it/ they will be successful within the next two to three years
- Present a unique and competitive business concept and/or strategy which will make the company different from its competitors and become successful in the market

B. Potential

- Business plans (including financial projections) to demonstrate the potential growth of your company in terms of revenue and profits

C. Sustainability

- How the company will sustain/enhance the success of the business model and/or its products/services

Please include supporting documents where applicable.

Entrepreneur of the Year Award (Male / Female / Young)



GUIDELINES

This award is intended to recognise the most outstanding local entrepreneur who has propelled his/her company forward with vision, innovation and farsightedness. The incumbent should have demonstrated exemplary management and would be leading a company with an admirable and profitable track record.

Examples of areas to address:

Indicate the name of the nominee, designation and years in position in Section C of the Application Form.

A. Corporate Vision

- Describe your vision statement and explain its rationale
- How are the business objectives and strategies in line with the vision?

B. Track Record of Entrepreneurship

- Your entrepreneurial journey, including the challenges and obstacles faced and how these were overcome
- Achievements and success stories during your stewardship of the business/company

C. Financial Performance

- The financial performance of your company through the following:
 - i. Returns On Equity (i.e Profit after tax / Shareholder's fund)
 - ii. Profit Before Taxes
 - iii. Growth Rates (for Revenue and PBT in the last 3 years).

Any other financial performance indicators for your company that you deem will be useful to the judges (e.g. Market share, comparison to industry KPIs).

D. Innovation

- Describe how you created a business model that demonstrates a clear and sustained capacity for creativity and innovation in the development and implementation of core products/services
- New business ideas and strategies you introduced and their impact on your business

Please include supporting documents where applicable.

E. Leadership

- Development and structure of management team, including succession plan
- Your management style. How do you manage change and risks within your business environment?

F. Human Capital Management

- Human resource initiatives (e.g. motivation, welfare, recruitment, retention, reward, recognition of employees) and their effectiveness

G. Engagement in CSR Activities

- Your company's CSR initiatives and their impact on the community and the environment

Please include supporting documents where applicable.

APPLICATION FORM

Please fill in the Award Category that you are applying for:

CATEGORY

Please tick your sales turnover category

☐ Up to RM 25 Million p.a

☐ Above RM 25 Million p.a

INSTRUCTIONS

- Answers must be **typed and printed** on **white A4 paper**, using **Times New Roman, 12pt. size**.
- All questions are to be answered completely and accurately.
- Please limit your response to **no more than ten A4-size pages for each application/award category (single side per sheet)**.
- Please indicate "N/A" where "Not Applicable."
- Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

Submit your completed Application and Declaration Forms together with:

- the relevant supporting documentation and information based on the judging criteria; and a non-refundable processing fee of **RM600** (exclusive of GST) for each category application by cheque/postal order made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only. **GST ID: 001243480064**
- Applications for each award category should be submitted in separate envelopes, and clearly labelled with the name of the award category on the top left-hand corner of the envelope.
- The name of the contact person and telephone number should also be clearly indicated on the back of the envelope. The SOBA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within 3 working days. If receipt has not been confirmed, the applicant should contact the SOBA Secretariat.

Send your applications to:

SOBA 2017
c/o Events Business Unit
Star Media Group Berhad
Menara Star, No. 15, Jalan 16/11
46350 Petaling Jaya, Selangor, Malaysia

Closing date: Friday, 13 October 2017.

A. COMPANY BACKGROUND

Name of company _____

Date of incorporation _____ Registration number _____

Business address _____

Postcode _____

Telephone (O) _____ Facsimile Number _____

Website Address _____

Nature of business _____

Person(s) to contact (Mr/Ms) _____

Mobile number _____ Email (Contact Person) _____

Membership in trade/industry bodies (e.g. FMM, Media Specialists Association, Branding Association of Malaysia, Chambers of Commerce, MRCA, etc.) _____

B. GST INFO

Name of company (as per SSM) _____

Registration number _____ GST ID _____

C. BUSINESS OWNERSHIP AND CAPITAL STRUCTURE

1. Latest paid up capital (RM) _____



2. Is your company a subsidiary? ☐ YES ☐ NO

2a. If "YES", please state your parent company _____

2b. Address of parent company _____

2c. Is your parent company listed? ☐ YES ☐ NO

3. Please attach your **Organisation Chart**.

4. HOLDING COMPANY INFORMATION

(Please attach a separate sheet if space provided is insufficient)

Name of Holding Company	Business Address	Nature of Business	% of share held by Holding Company

D. NOMINEE FOR ENTREPRENEUR OF THE YEAR Award (where applicable)

Category: _____

Name: (please indicate title eg. Tan Sri, Datuk, Mr, Ms, etc.) _____

NRIC no.: _____

Designation/Position in company: _____

Number of years in position: _____

E. FINANCIAL INFORMATION

Please submit the latest audited financial statements for financial years 2014, 2015 and 2016.

For Rising Star Award, please submit latest audited financial statement or management accounts.

AUDITED FINANCIAL STATEMENTS				
		2014	2015	2016
Annual turnover				
Operating profit before and after tax	Before Tax			
	After Tax			
Total assets	Current			
	Non-Current			
Total liabilities (Excluding borrowings)	Current			
	Non-Current			
Borrowings	Current			
	Non-Current			
Retained profit				
% of export sales over total sales (Best Global Market award only)				

F. OTHER INFORMATION

1. No. of employees (executives): _____ (non-executives): _____

2. Please attach your company logo in Adobe Illustrator / PDF Format together with a colour digital print.

DECLARATION FORM

(To be completed by the highest ranking officer of the participating local enterprise and attested before a Commissioner of Oaths)

I, _____ (name), _____ (NRIC no.)
of _____ (address) do

solemnly and sincerely declare as follows:

- that I am the _____ (designation) in _____

(name of company and address) ("Company") and am duly authorised to affirm this declaration for and on behalf of the Company.

- that all information provided herein is true and correct.
- that the Company hereby agrees to abide by the Terms and Conditions of The Star Outstanding Business Awards as set forth.
- that the Company is not or has not been blacklisted by any authority including Bank Negara.
- that the Company has obtained all relevant licences and approvals to run its operations.
- that the Company hereby gives its consent to the Organiser to use any non-confidential information and the Company's logo and pictures in publications and advertising and promotional materials related to The Star Outstanding Business Awards.
- that the Company expressly grants its consent to The Star Outstanding Business Awards' partners and/or sponsors to contact them for marketing promotions and activities.
- that the Company or its representative as appropriate shall participate in The Star Outstanding Business Awards related publicity/promotional events such as interviews, etc.
- that the Company shall accept the judges' decision as final and acknowledge that no appeal will be allowed and that both the Company and I shall not resort to legal proceedings to review the judges' decision.

AND I MAKE THIS SOLEMN DECLARATION conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declaration Act 1960.

Subscribed and solemnly)
declared by the abovenamed)
at _____)
in the state of _____)
on this ____ day of _____ 20____)

.....
Signature



Company Stamp



APPLICATION CHECKLIST

Please ensure that you have provided/enclosed the following before submitting your application. Indicate the presence of each item by placing a check mark (✓) in the corresponding column:-

No	Item	✓
1.	Typed and printed responses to Award Category guidelines (a maximum of ten A4-size pages for each application/category, single side per sheet)	
2.	Completed and signed Application Form	
3.	Completed and signed Declaration Form	
4.	Relevant supporting documentation (e.g) certifications, testimonials by customers, etc.	
5.	Cheque or postal order for processing fee (RM636 including GST for each award application)	
6.	Properly labelled envelope with contact name and number	
7.	Copy of latest annual return, endorsed by Companies Commission of Malaysia, CCM (Suruhanjaya Syarikat Malaysia, SSM)	
8.	Certified true copy of audited financial statements for the last three (3) consecutive years by Company Secretary (For Rising Star Award, certified true copy of latest audited financial statement or management accounts)	
9.	Copy of latest Form 49, endorsed by CCM	
10.	Organisation Chart	
11.	Copy of trademark certificate(s) for the brand name, if any	
12.	Company brochures or any other relevant print material	
13.	Corporate Video	

SAMPLE APPLICATION FORM

Please fill in the Award Category that you are applying for:

CATEGORY
Best in Marketing

Please tick your sales turnover category

- ☐ Up to RM 25 Million p.a
☒ Above RM 25 Million p.a

INSTRUCTIONS

- Answers must be **typed and printed** on **white A4 paper**, using **Times New Roman, 12pt. size**.
- All questions are to be answered completely and accurately.
- Please limit your response to **no more than ten A4-size pages for each application/award category (single side per sheet)**.
- Please indicate "N/A" where "Not Applicable."
- Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

Submit your completed Application and Declaration Forms together with:

- the relevant supporting documentation and information based on the judging criteria; and a non-refundable processing fee of **RM600** (exclusive of GST) for each category application by cheque/postal order made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only. **GST ID: 001243480064**
- A **non-refundable processing fee of RM600 (exclusive of GST) for each award category application** by cheque/postal order made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only.
- Applications for each award category should be submitted in separate envelopes, and clearly labelled with the name of the award category on the top left-hand corner of the envelope.
- The name of the contact person and telephone number should also be clearly indicated on the back of the envelope. The SOBA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within 3 working days. If receipt has not been confirmed, the applicant should contact the SOBA Secretariat.

Send your applications to: **SOBA 2017**
c/o Events Business Unit
Star Media Group Berhad
Menara Star, No. 15, Jalan 16/11
46350 Petaling Jaya, Selangor, Malaysia

Closing date: Friday, 13 October 2017.

A. COMPANY BACKGROUND

Name of company ABCDE SDN BHD
Date of incorporation 3 JANUARY 2005 Registration number 123456 - A
Business address 123, JALAN 123, TAMAN 123 Postcode 123456
Telephone (O) 03-71234567 Facsimile Number 03-72345678
Website Address www.abcde.com.my
Nature of business TRADING & DEALING
Person(s) to contact (Mr/Ms) LEE LEE MING
Mobile number 012-345678 Email (Contact Person) lee@abcde.com.my
Membership in trade/industry bodies (e.g. FMM, Media Specialists Association, Branding Association of Malaysia, Chambers of Commerce, MRCA, etc.)
The Associated Chinese Chambers of Commerce & Industry of Malaysia, Malaysian Advertisers Association

B. GST INFO

Name of company (as per ROC) ABCDE SDN BHD
Registration number 123456 - A GST ID 001234567890

C. BUSINESS OWNERSHIP AND CAPITAL STRUCTURE

1. Latest paid up capital (RM) 2,500,000

2. Is your company a subsidiary? ☒ YES ☐ NO
- 2a. If "YES", please state your parent company ABCDE HOLDINGS BERHAD
- 2b. Address of parent company SAME AS ABOVE
- 2c. Is your parent company listed? ☐ YES ☒ NO

3. Please attach your **Organisation Chart**.

4. HOLDING COMPANY INFORMATION

(Please attach a separate sheet if space provided is insufficient)

Name of Holding Company	Business Address	Nature of Business	% of share held by Holding Company
ABCDE HOLDINGS BHD	SAME AS ABOVE	HOLDING COMPANY	100%

D. NOMINEE FOR ENTREPRENEUR OF THE YEAR Award (where applicable)

Category: _____

Name: (please indicate title eg. Tan Sri, Datuk, Mr, Ms, etc.) _____

NRIC no.: _____

Designation/Position in company: _____ N/A

Number of years in position: _____ N/A

E. FINANCIAL INFORMATION

Please submit the latest audited financial statements for financial years 2014, 2015 and 2016.
For Rising Star Award, please submit latest audited financial statement or management accounts.

AUDITED FINANCIAL STATEMENTS				
		2014	2015	2016
Annual turnover		10,600,900	13,200,100	32,458,200
Operating profit before and after tax	Before Tax	1,002,590	1,600,590	5,112,400
	After Tax	720,606	1,277,351	4,733,600
Total assets	Current	3,251,559	2,009,271	10,679,840
	Non-Current	12,266,525	15,170,522	9,302,800
Total liabilities (Excluding borrowings)	Current	7,000,701	4,299,342	14,499,934
	Non-Current	4,781,229	6,111,311	3,340,769
Borrowings	Current	4,826,618	2,431,521	5,106,300
	Non-Current	3,862,229	4,777,111	2,500,291
Retained profit		2,685,155	5,898,400	4,104,544
% of export sales over total sales (Best Global Market award only)		51%	55%	62%

F. OTHER INFORMATION

1. No. of employees (executives): 20 (non-executives): 27
2. Please attach your company logo in Adobe Illustrator / PDF Format together with a colour digital print.

AWARDS TIMELINE

Submission of entries	: May - October 2017
Deadline for entries	: 13 October 2017
Learning Series Workshops*	: July 2017 (Penang, Ipoh, Johor and Petaling Jaya)
Judging of entries	: November 2017
Awards ceremony	: 16 January 2018
*Subject to change	

ENQUIRIES

For more information on SOBA 2017, kindly contact:

Star Media Group Berhad
Menara Star
No. 15, Jalan 16/11
46350 Petaling Jaya
Selangor, Malaysia.

Tel : **03-7967 1388 ext 1432 / 1657 (Mon-Fri, 9am-5.30pm)**
Fax : **03-7957 7641**

Email : **soba@thestar.com.my**
Website : **www.soba.com.my**
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