

# NATIONAL SME AWARD 2025

Honouring SME Excellence

**Questionnaire for  
Participants**



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### **1. Business Activities and Operations**

- Describe the nature of your activities, products and markets.
- Provide details of your organizational structure, with clear description of your vision and mission
- You may also provide photos (optional) of your products, organisation or attach your product portfolio.

*[Please do not exceed 250 words]*

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### **2. Financial Performance**

- What has been your enterprise's annual turnover for the last three financial years?
- How has your profit margin evolved over the last three years?
- What percentage of your revenue is reinvested in business development?

*[Please do not exceed 250 words]*

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### **3. Employment Creation**

- How many employees does your enterprise currently employ (full-time, part-time, contract)?
- How many new jobs have you created in the last three years?
- What percentage of your workforce is composed of women, youth (under 35), or persons with disabilities?
- What measures do you take to ensure skills development and capacity-building of your employees?

*[Please do not exceed 250 words]*

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**4. Process and Product Innovation**

- What new product(s) or service(s) have you introduced in the last three years?
- Have you introduced improvements in your production or service delivery processes?
- Do you invest in R&D, digital tools, or new technologies? If yes, please specify

*[Please do not exceed 250 words]*

**5. Customer Service & Quality Standards**

- How do you collect feedback from your customers (online reviews, surveys, direct communication)?
- Do you have a process to handle customer complaints? Can you share an example?
- Do you have any quality certifications (e.g., ISO, Made in Moris, HACCP)?

*[Please do not exceed 250 words]*

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**6. Green and Sustainable Business Practices**

- What specific eco-friendly practices have you adopted (energy, water, packaging, raw material sourcing)?
- Have you replaced single-use plastics with alternatives? If yes, please explain.
- Do you monitor and report on your carbon footprint or environmental impact?

*[Please do not exceed 250 words]*

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### **7. Digital Initiatives**

- How has your enterprise integrated digital tools into business operations (e-commerce, social media, AI, etc.)?
- Have you adopted digital payment systems, online customer support, or cybersecurity measures?

*[Please do not exceed 250 words]*



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### **8. Market Diversification**

- Have you expanded into new markets (local, regional, international) in the past three years?
- What percentage of your revenue comes from exports or new market segments?
- Does your business currently outsource any part of its operations (logistics, marketing, production)?

*[Please do not exceed 250 words]*

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### **9. Innovative Practices**

- Have you introduced any new ways of serving your customers (e.g., online ordering, delivery service)?
- What new ideas have you recently tried in your business (even small changes)?
- How do you come up with and test new ideas?

*[Please do not exceed 250 words]*