



SME EXCELLENCE AWARD 2019

Strive for perfection and catch excellence

Guidelines for Participation

MARCH 2019
MINISTRY OF BUSINESS, ENTERPRISE AND COOPERATIVES
(Business and Enterprise Division)

INTRODUCTION

The role of small and medium enterprises (SMEs) in promoting economic growth and development is universally recognised. SMEs in Mauritius contribute around 40 per cent to GDP and employ over 280,000 people (representing 54% of total employment) in some 125,500 establishments. The objective of Government is to transform Mauritius into a forward looking, economically vibrant and innovative country. In this regard, the SME sector has been clearly positioned as the future engine of our economic growth. In fact, the most ambitious goal of the Government as outlined in the last three Budget Speeches is to make the SME sector the backbone of the economy in the years to come.

In line with its vision to foster entrepreneurship, the Business and Enterprise Division of the Ministry of Business, Enterprise and Cooperatives is launching the **SME Excellence Awards 2019**, with a view to recognizing the achievements of micro, small and medium enterprises to the adoption of best business practices leading to excellence in key components of a business such as growth, financials, improved marketing, productivity and export, quality assurance and green concepts.

1. OBJECTIVES

The objectives of the **SME Excellence Awards 2019** are to:

- encourage and reward the accomplishments and contributions of Micro, Small and Medium enterprises that has succeeded and excelled best practices and systems leading to business transformation;
- enhance the competitiveness and productivity of the SME sector;
- raise reputation of the winners locally and internationally;
- use winners as role and business models for potential and existing entrepreneurs; and
- enable SMEs to be looked upon as professional enterprises and thus attract a skilled and talented pool of employees.

2. DEFINITION OF EXCELLENCE FOR THE AWARD 2019

Turning your business into an enduring great company demands performance, impact, reputation and longevity. A great company generates enough cash flow through high profitable operations and even in dire times, it always recovers and eventually regains high performance.

Attaining corporate greatness rests on the importance of tactical excellence, that is, transforming your vision and strategy that produces consistent tactical execution.

Success is an effect and an effect belongs to the future. A successful company plays a significant leadership role in shaping its industry. There is need to realise that every effect has a cause and

therefore, attending that cause will create success. Any inspiring success story encompasses the following key components:

(a) Business Growth and Financials

Business Growth is a stage where the business reaches the point for expansion and seeks additional options to generate more profit. Business growth is a function of the business lifecycle, industry growth trends, and the owners' desire for equity value creation. Business growth could be achieved through:

- **Market penetration** –This is a strategy that can help SMEs to expand and grow their businesses through increase in sales volume and achieve a higher market share.
- **Product development**- Improving existing products is an efficient method for product development by bringing new innovation to customers from the concept of testing to distribution.
- **Market development** –It is a business strategy whereby a business attempts to find new groups of buyers as potential customers for its existing products and services. In other words, the goal of market development is to explore and expand into untapped markets.
- **Diversification** - Diversification is a growth strategy that involves adding products, services and markets to your company's core business. It also implies expansion through new product lines or services.

Growth can be measured in terms of the difference in employment, investment and sales generated from the inception of the business up to a particular stage.

Strong financial performance results with significant business growth achievements, innovation and market differentiation. Key Performance Indicators (KPIs) are tools for measuring and tracking progress in essential areas of company performance. They provide a general picture of the overall health of your business. This process ensures the long-term sustainability of the company's operating model, and helps increase business's value as an investment. Examples of primary KPIs commonly used by entrepreneurs include turnover, gross profit, net profit, evolution of overheads, revenue/employee, gross profit/employee and net profit/employee.

(b) Productivity

Productivity in business is directly related to success. In fact, success is measured by increase in productivity. There is need to find out the true inputs to effectively achieve it.

Productivity is defined as a measure of the efficiency of a person, machine, factory, system, etc., in converting inputs into useful outputs. Productivity is computed by dividing average output per period by the total costs incurred or resources (capital, energy, material, personnel) consumed in that period.

(c) Marketing

Researchers and professionals have defined marketing management as the process of planning and executing the conception, pricing, promotion and distribution of goods and services in order to create, exchange and satisfy individual and organisational objectives.

Marketing, therefore, encompasses the use of various tools and techniques used for reaching targeted audience. It recognises campaigns that have excelled at developing brand awareness, affinity and/or loyalty amongst prospects or customers; the outstanding creation and use of content to drive engagement and achieve set objectives. It also recognises the best use of digital to achieve a business objective; the innovative development of a new product or service to show how a customer-centric approach leads to an outstanding value proposition, setting the business apart from the competition and mutually benefitting the business and customers.

(d) Export

SMEs could significantly contribute to strengthening export performance, thereby helping to jump-start economic growth and job creation as well as improving the sustainability of fiscal and external accounts. Closer regional and international integration and increased participation in global economy is a prerequisite to move out of the small economies of scale. Import substitution is also a development strategy focusing on promoting domestic production of previously imported goods to foster diversification and industrialization.

(e) Quality Assurance

An effective quality assurance management system can deliver continual improvement of products and services. National/International standards such as ISO and HACCP could be part of business development in improving the quality of goods/services that are acceptable in both the local and global market and also a precondition for exports.

(f) Social Impacts and Benefits to the Society and Environment

SMEs operating in eco-design, green architecture, renewable energy, energy efficiency and are spearheading the transition to green economy across a wide range of industries.

Corporate social responsibility (CSR) is also part and parcel of green concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. This represents a move from the conventional view of the firm as a provider of goods and services to society to one which sees firms' contributions to the welfare of society.

3. ELIGIBILITY FOR PARTICIPATION

To be eligible for participation, an enterprise shall satisfy the following:

- annual turnover of the enterprise should not be more than Rs 50M for the last two years;
- it should hold a valid trade license;
- it should be engaged in any legal economic activity, other than pure trading;
- it should not be subject to any litigation or proceeding for any law infringement;
- the Application Form should be signed by the CEO or his representative, with the official seal of the enterprise affixed, and
- it should be in operation for at least two years.

4. HOW TO APPLY?

Step 1: Fill in and sign the Application Form

The enclosed Application Form in this information pack requires basic details about your organization. Please ensure that it is duly filled in and signed by the CEO or Representative of the Organisation.

Step 2: Fill in Questionnaire

A supplementary questionnaire will have to be filled which will enable the Technical Assessment Committee (TAC) to evaluate your enterprise. It will give you the opportunity to write on your success story with regards to business growth, productivity, profitability, efficiency, marketing, quality assurance and green concepts.

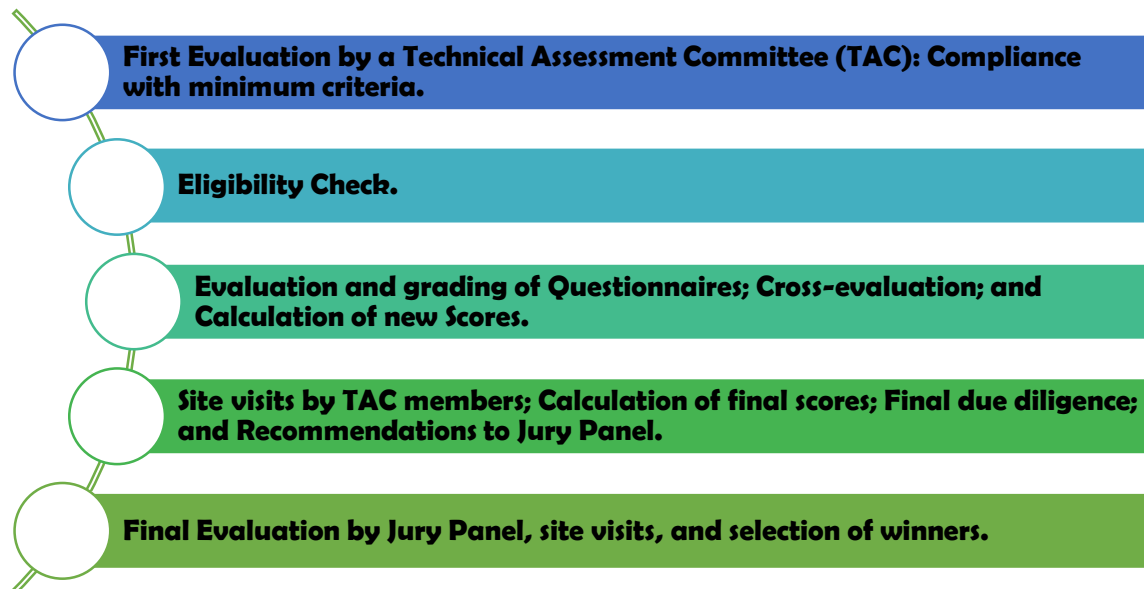
Step 3: The Letter of Commitment duly signed by the CEO or his Representative should be submitted along with other relevant documents.

Step 4: Deadline for Submission is 5th April 2019

Once you have filled in and sign the Application Form, the Questionnaire, and the Letter of Commitment, you will need to submit them along with all the required documents to the Senior Chief Executive, Ministry of Business, Enterprise & Cooperatives, 16th Floor, Newton Tower, Sir William Newton Street, Port Louis, at **latest by, 5th April 2019.**

5. EVALUATION PROCESS

5.1 A five (5) step evaluation procedure will be used to assess your application.



5.2 The evaluation criteria for the Award will be as follows:

Since the basis of the SME Excellence Award 2019 is mainly on enhancing, promoting and complimenting companies with achievements done and works undertaken relating to business growth, productivity, marketing, export, quality assurance and green concepts, the evaluation criteria shall put much emphasis and weightage on these parameters.

The proposed evaluation criteria are summarized in below table as follows:

Evaluation Criteria	Weight
Business Activities and Management	20 %
Business Growth and Financials	20 %
Productivity	15 %
Marketing	15 %
Export	15 %
Quality Assurance	10 %
Social Impacts and Benefits to the Society and Environment	5 %
TOTAL	100 %

6. ORGANISING COMMITTEE

An Organising Committee has been set up to ensure the proper organization of the event.

7. TECHNICAL ASSESSMENT COMMITTEE (TAC)

A Technical Assessment Committee (TAC) has been set up and assigned the responsibilities to:

- finalise and validate the schema depicting the ideal application process;
- assess the applications received in line with the set evaluation criteria; and
- recommend to the Jury Panel the most deserving enterprises in the respective categories after the evaluation assessment carried out and site visits conducted for short listed enterprises.

8. JURY PANEL

A Jury Panel will be constituted and will have the task of deciding on the most deserving enterprises in each category for the Award.

The TAC will recommend the Jury Panel the most deserving enterprises in the respective categories after the evaluation assessment carried out and site visits conducted for short listed companies. The Jury panel will further review the recommendations and decide the winners in the different categories. Additional visits and due diligence may be carried out.

The decision of the Jury Panel shall be **final**.

9. AWARD CATEGORY AND PRIZES

Main Category	Sub Category	Prize
Micro Enterprise (Turnover \leq Rs 2M)	Winner	Cash Prize of Rs 200,000
	1 st Runner Up	Cash Prize of Rs 100,000
	2 nd Runner Up	Cash Prize of Rs 50,000
Small Enterprise (Rs 2M \leq Turnover \leq Rs 10M)	Winner	Cash Prize of Rs 200,000
	1 st Runner Up	Cash Prize of Rs 100,000
	2 nd Runner Up	Cash Prize of Rs 50,000
Medium Enterprise (Rs 10M \leq Turnover \leq Rs 50M)	Winner	Cash Prize of Rs 200,000
	1 st Runner Up	Cash Prize of Rs 100,000
	2 nd Runner Up	Cash Prize of Rs 50,000

Note:

- ***The Grand Winner in overall excellence among the winners of the above SME categories will be awarded a TOTAL CASH PRIZE of Rs 300,000.***
- ***Winners of the SME Innovation Award 2017 would not be eligible for participation.***
- *Trophies/Shields will also be awarded to all winners and runner-ups.*
- *Certificates of participation will be presented to all participants.*
- *Submission of incomplete, inadequate or inaccurate documents may entail elimination of the applicant.*