

# Questionnaire

# SME EXCELLENCE AWARD 2019

Strive for perfection and catch excellence

Company's Name: \_\_\_\_\_

Ministry of Business, Enterprise and Cooperatives (Business and Enterprise Division)

# Please refer to guidelines before filling the questionnaire

#### **Business Activities and Management (20%)**

- 1. Describe the nature of your activities, products and markets, including any new technology or process acquired and your workforce evolution.
- 2. Provide details of organizational structure with clear description of your vision and mission and how do you manage your people?

### Business Growth and Financials (20%)

- 1. Provide your financial performance including trend for turnover, gross and net profit, evolution of overheads, revenue/employee, gross profit/employee, net profit/employee over the last two financial years.
- 2. What is your financial forecast for the next two years? Will you attain these objectives through the following: (please tick as appropriate and give details)
  - Market penetration
    - onment
  - Product development;
  - Market development;
  - Diversification?

#### Productivity (15%)

Describe the most innovative and ground breaking features that your company has implemented or is currently implementing to its products/services. Highlight on:

- Investment in new technologies, techniques, systems in the last two years;
- Training opportunities given to employees or staff;
- Personal commitment of the promoter/owner.

What has been the impact on your cost per unit and output per unit?

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#### Marketing (15%)

Describe your marketing approach, tools and techniques to sustain your market base through:

- 1. Pricing Strategy;
- 2. Advertising and Promotion;
- 3. Distribution Channels;
- 4. Customer Mix;
- 5. Evidence of after sales service; and
- 6. Handling of Customer Complaints.

# Export (15%)

1. Has your company been exporting over the last 2 years?

a) If yes, provide details.

b) If no, do you intend to find export markets in the future? What initiatives have you undertaken?

2. Does your range of products effectively replace imports?

### Quality Assurance (10%)

Are there any quality assurance tools and techniques that you have used over the past years?

Do you have any quality standard certifications?

a) If yes, please give details.

b) If no, are you in the process of being certified?

#### Social Impacts and Benefits to the Society and Environment (5%)

1. Any evidence of contribution to charitable institutions?

2. Are you involved in CSR activities?

3. Any evidence of any adoption of eco-friendly practices?