

SUBMISSION PACK



Honouring The Best
In Malaysian Business

Established to promote business excellence and stimulate positive competition, SOBA is returning for the 3rd year to showcase the best in Malaysian companies. We're looking to recognise up-and-coming companies that are forging new frontiers in Malaysian business.

Will YOU be the next SOBA winner?

AWARD CATEGORIES

TOP-OF-THE-CLASS AWARDS

- SOBA 1 BEST USE OF ICT
- SOBA 2 BEST MARKETING STRATEGY
- SOBA 3 BEST BRAND
- SOBA 4 BEST IN CSR
- SOBA 5 BEST GREEN INITIATIVE
- SOBA 6 BEST EMPLOYER
- SOBA 7 BEST INNOVATION
- SOBA 8 BEST GLOBAL MARKET

OUTSTANDING ACHIEVEMENT AWARDS

- SOBA 9 RISING STAR
- SOBA 10 ENTREPRENEUR OF THE YEAR
- SOBA 11 MALAYSIAN BUSINESS OF THE YEAR

Organiser



Presenter



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The Star Business Awards 2012 (SOBA) logo is designed with two main elements, namely an eagle and a gold bar - reflecting different qualities.

The Langkawi helang was specifically chosen as it is a majestic symbol of pride and strength, and a species native to Malaysia. Similarly, The Star Business Awards (SOBA) are intended to recognise the contributions of local enterprises towards the nation and the Malaysian economy. The eagle soars gracefully, and represents the efforts and mindset of the forward-thinking businesses of today.

Gripped in the claws of the eagle is a gold bar, which denotes the success and distinction sought after by enterprises.

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It has been three years since The Star embarked on this wonderful journey to create a business award that targets non-listed companies and SMEs.

The Star, since its inception, has always been at the forefront in supporting the development of Malaysian companies, particularly through our print business sections, StarBiz and Star BizWeek. With SOBA and now, the newly introduced MetroBiz section, our efforts have quadrupled and we can proudly say that we are able to recognise companies in a bigger way for their outstanding achievement.

The success of SOBA 2010 and SOBA 2011 has been evident, and with the growing response, Malaysian companies are continuing to strive for excellence and to meet global standards and expectations. This also assures me that SOBA has made a significant impact on the local business community.



Organising a business awards of this scale has been a fulfilling, yet humbling experience for The Star as it gives us a glimpse of how much companies are willing to invest to make their businesses stand out within a red ocean environment. It gives us a good indication of the direction in which we should steer our awards to make it more prestigious, distinguished and credible.

In our efforts to achieve this, we have refreshed the awards to call it now 'The Star Business Awards 2012, also known as SOBA' with the tagline 'Honouring The Best In Malaysian Business'. Some of the category names have also been revised to portray the feel of current times and trends, and ultimately epitomise the achievement by companies in the respective categories.

Our judging process will be, as always, rigorous and stringent to ensure that the quality of SOBA is maintained. We expect to award three winners (platinum, gold and silver) per category for the Top-Of-The-Class Awards comprising Best Use of ICT, Best Marketing Strategy, Best Brand, Best in CSR, Best Green Initiative, Best Employer, Best Innovation and Best Global Market. And then there are the three Outstanding Achievement Awards consisting of Rising Star, Entrepreneur of the Year and Malaysian Business of the Year with one regal winner each.

We encourage all new, up-and-coming and also established companies to participate in SOBA to benchmark themselves against the rest and to be recognised. It is a wonderful learning opportunity, and very rewarding too, if these companies emerge winners. SOBA will inspire them to soar like eagles and conquer new frontiers. SOBA winners can rest assured that they have reached the peak of success.

This is an excellent platform for all of you to gauge your strengths and abilities, and put them to the test. I wish you the best of luck and hope that one day, all of you will have the chance to become distinguished and much sought-after Malaysian companies and entrepreneurs.



HO KAY TAT
Group Managing Director / Chief Executive Officer
Star Publications (M) Berhad

ABOUT THE AWARDS



The Star Business Awards (SOBA) are The Star's awards recognising up-and-coming enterprises and their contributions to the Malaysian economy. In line with the Government's commitment to develop homegrown enterprises, The Star Business Awards (SOBA) seek 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, 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 the The Star Business Awards (SOBA) winners are looking towards listing on the Malaysian stock exchange in the not too distant future.



The Star Business Awards (SOBA) are 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.



Businesses are not evaluated based on their sectoral achievements but on excellence attained in the different fundamental areas that are pertinent to every organisation. The award categories and criteria are as follow:

SOBA 1 - *Best Use of ICT Award*

Awarded to the local enterprise that effectively uses information and communications technology (ICT) to enhance its products and services, giving it global reach with minimum resources.

SOBA 2 - *Best Marketing Strategy Award*

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

SOBA 3 - *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.

SOBA 4 - *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.

SOBA 5 - *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.

SOBA 6 - *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.



SOBA 7 - *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.

SOBA 8 - *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 half of its revenue generated from exports.

SOBA 9 - *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.

SOBA 10 - *Entrepreneur of the Year Award*

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.

SOBA 11 - *Malaysian Business of the Year Award*

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.