



## 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%;
- Must submit audited financial statements for past three (3) consecutive financial years; and
- Platinum winners of SOBA 2011 and SOBA 2010 are not eligible to participate again in the same category.

## 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;
- Have been in operations for less than three (3) years; and
- Platinum winners of SOBA 2011 and SOBA 2010 are not eligible to participate again in the same category.

### 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.

# HOW TO PARTICIPATE



## Step 1

Obtain your submission pack from:

**The Star Events Dept.**

**Menara Star**

**No. 15, Jalan 16/11**

**46350 Petaling Jaya**

**Selangor, Malaysia.**

**Tel : 03-7967 1388 ext 1244 / 1237 / 1475 (Mon-Fri, 10am-5pm)**

or

Download the submission pack from the The Star Business Awards (SOBA) microsite at [www.soba.com.my](http://www.soba.com.my)

## Step 2

There are **10 award categories (SOBA 1 - SOBA 10)** 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 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;
- and
- ii) a **non-refundable processing fee of RM300.00 (for each award category application)** by **cheque / postal order** made payable to **STAR PUBLICATIONS (M) BERHAD** and crossed Account Payee only.

#### **Step 4**

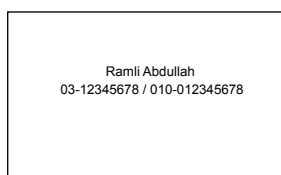
**Applications for each award category** should be submitted in **separate envelopes**, and clearly **labelled with the name of the award category on the top left-hand corner of the envelope** (e.g. if applying for both Best Green Initiative and Best Employer Awards, submit applications in two separate envelopes, labelled SOBA 5: Best Green Initiative and SOBA 6: Best Employer).

The **name of the contact person and telephone number** should also be clearly indicated on the back of the envelope. The Star Business Awards (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 The Star Business Awards (SOBA) Secretariat to confirm receipt.

E.g.



Front of envelope



Back of envelope

#### **Step 5**

Send your applications to:  
**The Star Business Awards 2012 (SOBA)**  
**c/o The Star Events Dept.**  
**Menara Star**  
**No. 15, Jalan 16/11**  
**46350 Petaling Jaya**  
**Selangor, Malaysia**

Applications must be received by the Organiser on or before Friday, 17th August 2012.



## 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.

## REWARDS and BENEFITS

### **For all Winners**

1. Free advertising across multiple platforms in the Star Media Group

#### Top-of-the-Class Awards

**Platinum winners: RM50,000 worth of ad space (print, radio, online)**

**Gold winners: RM30,000 worth of ad space (radio, online)**

**Silver winners: RM20,000 worth of ad space (radio)**

#### Outstanding Achievement Awards

**Grand Winners: RM50,000 worth of ad space (print, radio, online)**

2. Preferential rates for additional ads in The Star carrying the SOBA logo
3. Coveted SOBA 2012 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
7. Free financial consultation/services from Exim Bank - for companies going abroad/doing business overseas

### **For all Finalists**

Certificate of Merit

### **For all Participants**

1. Certificate of Participation
2. Free seat (for company CEO) at the Awards Night
3. 1-year free subscription of Flavours, Galaxie and Kuntum magazines upon subscribing to The Star for a year
4. Free listing in the, SOBA supplement, SOBA Awards Night souvenir programme and SOBA microsite
5. Opportunity to self check, network with key business professionals and the business fraternity

# TERMS AND CONDITIONS



- (1) Applications will be disqualified if the Terms and Conditions of entry are not satisfied or eligibility criteria are not met.
- (2) Applications that are incomplete and/or received post-deadline will be automatically rejected.
- (3) If any information provided by the applicants is subsequently discovered to be fraudulent or false or if there is a material misstatement or omission, both the application and the applicant will be automatically disqualified. The same shall apply to any information given by winners whereby the award awarded will be automatically revoked.
- (4) The judges' decision is final. No appeal will be allowed and/or entertained. The applicants shall not resort to court proceedings to review the judges' decision.
- (5) The Application and Declaration Forms must be signed off by the duly authorised highest ranking officer of the local enterprise.
- (6) All submitted materials will not be returned and shall remain the property of the Organiser.
- (7) The Organiser will not be responsible for entries damaged or lost through the post. Proof of posting is not proof of receipt.
- (8) The Organiser reserves the right to use non-confidential information and the local enterprises' logos provided by the applicants/winners alike in all publications and collaterals related to the Awards.
- (9) Partners and/or sponsors of SOBA may also contact the participants/winners for marketing promotions and activities.
- (10) Applicants shall not submit more than one application form for the same award category.
- (11) Shortlisted applicants may be contacted for media interviews.
- (12) Winners of the Awards will be announced on the night of the Awards Ceremony. The Organiser reserves the right to photograph applicants and winners during the Awards Ceremony, and use these photographs and names of the applicants and winners at any time, without prior notice or consent.
- (13) All decisions made by the Organiser pertaining to the Awards shall be final and binding.



# SOBA 1 Best Use of ICT Award



## GUIDELINES

This award is intended to recognise local enterprises that most effectively use information and communications technology (ICT) to enhance their products and services, enabling global reach with minimal resources.

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*Areas to address:*

### **A. Commitment of Management and Staff**

- Technological initiatives driven by top management
- Total costs spent on technological initiatives compared to revenue in the same fiscal year

### **B. Impact on Business**

- Tangible positive results of this new technology/technological initiative in your business including promulgating sustainability (e.g. Returns-On-Investment, increased sales, more hits to company website, etc.)

### **C. Innovative Use of Technology / ICT**

- Use of technology/technological initiatives in developing/enhancing your products and/or services (e.g. product design, delivery of services, etc.) and in extending their reach globally (e.g. online sales and promotions, placement of online orders to enable global delivery, etc.)

*Please include supporting documents where applicable.*



## SOBA 2 Best Marketing Strategy Award



### 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.

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*Areas to address:*

#### **A. Marketing Initiatives**

- Brief description of marketing strategy/initiative/campaign carried out to promote your product/service (including concept, message, duration and whether an external agency was used)
- How the initiative/campaign objectives were designed to meet business goals and targets
- Adherence to best practices, taking into consideration market trends, research data, competition and customer needs

#### **B. Execution**

- Marketing strategy and techniques used (including executional elements, implementation plan, time and budget management, and key personnel/partners/stakeholders)
- Use of different media channels to enhance and optimise the marketing initiatives, including branding efforts, advertising, merchandising, ground promotions and events, integrated campaigns and communication collaterals
- Challenges faced and use of creative ideas and innovative solutions to overcome them

#### **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, improved satisfaction among stakeholders, increased demand for products and services). Please provide documentary evidence (testimonials, media clippings, graphs/charts)
- How the marketing strategy has strengthened client/customer relationships and fostered greater loyalty
- Factors that contributed to the success of the initiative/campaign

*Please include supporting documents where applicable.*



## SOBA 3 Best Brand Award



### GUIDELINES

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

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*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.*





## SOBA 4 Best in CSR Award



### 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.

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*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.*



## SOBA 5 Best Green Initiative Award



### 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.

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*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 such as energy, water, materials efficiency, waste reduction and 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.*



## SOBA 6 Best Employer Award



### 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.

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*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 encouraging workplace harmony

*Please include supporting documents where applicable.*



## SOBA 7 Best Innovation Award



### 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.

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*Areas to address:*

#### **A. Innovation**

- What is the innovation for which you seek the Award? Tell us about your innovation
- 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 have made an impact in the global market and excelled in international networking, with at least half of their revenue generated from exports.

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*Areas to address:*

### **A. Track Record of Export Activities**

- Major breakthroughs and milestones achieved by the company in its export pursuit
- 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 50% of revenue must be derived from the export revenue)
- Developments in existing and new markets in the past 3 years (e.g. number of new export markets explored)

### **B. Hallmarks of Products / Services Exported**

- Innovation and creativity with regard to your products/services which are catalysts to their export success (including unique selling points (USPs) which can be distinguished from international competitors)
- International recognition/accreditation conferred on the quality and/or design of the products/services
- Compliance with international standards and regulations (e.g. recognised service standards in certain countries, safety standards, etc.) - if applicable
- Evidence of overseas consumer satisfaction with the products/services (e.g. customer testimonials, positive media coverage overseas, etc.)



### **C. Sustainability and Development in Global Market**

- Success of the company in developing new export markets and building international networks (e.g. penetration of highly competitive markets, strategic network/alliances, etc.)
- Examples of innovation/diversification of products/services with the aim of expanding the existing market and exploring/venturing into new markets

### **D. 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)
- Awards 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.*



## SOBA 9 Rising Star Award



### 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.

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*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.*



# SOBA 10 Entrepreneur of the Year Award



## 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.

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### *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,
  - ii. profit before taxes,
  - iii. profit after taxes,
  - iv. current ratio,
  - v. gearing ratio,
  - vi. market share and
  - vii. growth rates.

Your company's financial performance compared with industry KPIs/norms.





#### **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

#### **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	
SOBA	

## 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 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 **RM300.00** (for each award category application) by cheque / postal order made payable to **STAR PUBLICATIONS (M) 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 The Star Business Awards (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 The Star Business Awards (SOBA) Secretariat.

Send your applications to: **The Star Business Awards 2012 (SOBA)**  
c/o Events Dept.  
Menara Star, No. 15, Jalan 16/11  
46350 Petaling Jaya, Selangor, Malaysia

Closing date: **Friday, 17th August 2012.**

## A. COMPANY BACKGROUND

Name of company \_\_\_\_\_  
Date of incorporation \_\_\_\_\_ Registration number \_\_\_\_\_  
Business address \_\_\_\_\_  
\_\_\_\_\_ Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_ Facsimile Number \_\_\_\_\_  
Email address \_\_\_\_\_ Website Address \_\_\_\_\_  
Nature of business \_\_\_\_\_  
Person(s) to contact (Mr/Ms) \_\_\_\_\_  
Phone number \_\_\_\_\_ Email \_\_\_\_\_  
Membership in trade/industry bodies (e.g. FMM, Media Specialists Association, Branding Association of Malaysia, Chambers of Commerce, MRCA, etc.)  
\_\_\_\_\_  
\_\_\_\_\_

## B. 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

**C. NOMINEE FOR SOBA 10: ENTREPRENEUR OF THE YEAR AWARD (where applicable)**

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

Designation/Position in company: \_\_\_\_\_

Number of years in position: \_\_\_\_\_

**D. FINANCIAL INFORMATION**

Please submit the latest audited financial statements for financial years 2009, 2010 and 2011.  
For SOBA 9: Rising Star Award, please submit latest audited financial statement or management accounts.

AUDITED FINANCIAL STATEMENTS				
		2009	2010	2011
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 (for SOBA 8: Best Global Market Award only)				

**E. OTHER INFORMATION**

- No. of employees (executives): \_\_\_\_\_ (non-executives): \_\_\_\_\_
- 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 \_\_\_\_\_  
\_\_\_\_\_

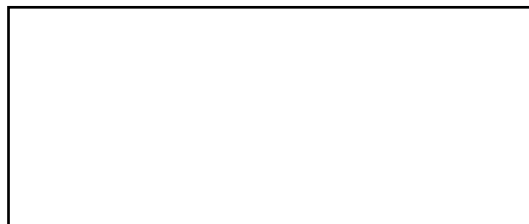
(name of company and address) ("Company") and am duly authorised to affirm this declaration for and on behalf of the Company.

- that all information provided herein is true and correct.
- that the Company hereby agrees to abide by the Terms and Conditions of SOBA as set forth.
- 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 SOBA.
- that the company expressly grants its consent to SOBA's partners and/or sponsors to contact them for marketing promotions and activities.
- that the Company or its representative as appropriate shall participate in SOBA 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



# SAMPLE APPLICATION FORM



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

CATEGORY	
SOBA	8

## 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 award category (single side per sheet)**.
- Please indicate "N/A" where "Not Applicable."
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- the relevant supporting documentation and information based on the judging criteria; and a non-refundable processing fee of **RM300.00** (for each award category application) by cheque / postal order made payable to **STAR PUBLICATIONS (M) BERHAD** and crossed Account Payee only.
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c/o Events Dept.  
Menara Star, No. 15, Jalan 16/11  
46350 Petaling Jaya, Selangor, Malaysia  
Closing date: **Friday, 17th August 2012.**

## A. COMPANY BACKGROUND

Name of company ABCDE SDN BHD  
Date of incorporation 1/1/2005 Registration number 123456 - A  
Business address 123, JALAN 123, TAMAN 123  
Postcode 123456  
Telephone 03-71234567 Facsimile Number 03-72345678  
Email address abcde@abcde.com.my Website Address www.abcde.com.my  
Nature of business TRADING & DEALING  
Person(s) to contact (Mr/Ms) LEE LEE MING  
Phone number 012-345678 Email 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. 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
<b>ABCDE HOLDINGS BHD</b>	<b>SAME AS ABOVE</b>	<b>HOLDING COMPANY</b>	<b>100%</b>

#### C. NOMINEE FOR SOBA 10: ENTREPRENEUR OF THE YEAR AWARD (where applicable)

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

N/A

Designation/Position in company: N/A

Number of years in position: N/A

#### D. FINANCIAL INFORMATION

Please submit the latest audited financial statements for financial years 2009, 2010 and 2011.  
For SOBA 9: Rising Star Award, please submit latest audited financial statement or management accounts.

AUDITED FINANCIAL STATEMENTS				
		2009	2010	2011
Annual turnover		<b>10,600,900</b>	<b>13,200,100</b>	<b>32,458,200</b>
Operating profit before and after tax	Before Tax	<b>1,002,590</b>	<b>1,600,590</b>	<b>5,112,400</b>
	After Tax	<b>720,606</b>	<b>1,277,351</b>	<b>4,733,600</b>
Total assets	Current	<b>3,251,559</b>	<b>2,009,271</b>	<b>10,679,840</b>
	Non-Current	<b>12,266,525</b>	<b>15,170,522</b>	<b>9,302,800</b>
Total liabilities (Excluding borrowings)	Current	<b>7,000,701</b>	<b>4,299,342</b>	<b>14,499,934</b>
	Non-Current	<b>4,781,229</b>	<b>6,111,311</b>	<b>3,340,769</b>
Borrowings	Current	<b>4,826,618</b>	<b>2,431,521</b>	<b>5,106,300</b>
	Non-Current	<b>3,862,229</b>	<b>4,777,111</b>	<b>2,500,291</b>
Retained profit		<b>2,685,155</b>	<b>5,898,400</b>	<b>4,104,544</b>
% of export sales over total sales (for SOBA 8: Best Global Market Award only)		<b>51%</b>	<b>55%</b>	<b>62%</b>

#### E. OTHER INFORMATION

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

# 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 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 (RM300.00 for each award category)	
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 SOBA 9: 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	



## AWARDS TIMELINE

Submission of entries : May - August 2012  
Judging of entries : September 2012  
Awards ceremony : November 2012

## ENQUIRIES

For more information on The Star Business Awards 2012 (SOBA), kindly contact:

**The Star Events Dept.,  
Menara Star  
No. 15, Jalan 16/11  
46350 Petaling Jaya  
Selangor, Malaysia.**

Tel : **03-7967 1388 ext 1244 / 1237 / 1475 (Mon-Fri, 10am-5pm)**  
Fax : **03-7957 7641**

Email : **[soba@thestar.com.my](mailto:soba@thestar.com.my)**  
Website : **[www.soba.com.my](http://www.soba.com.my)**