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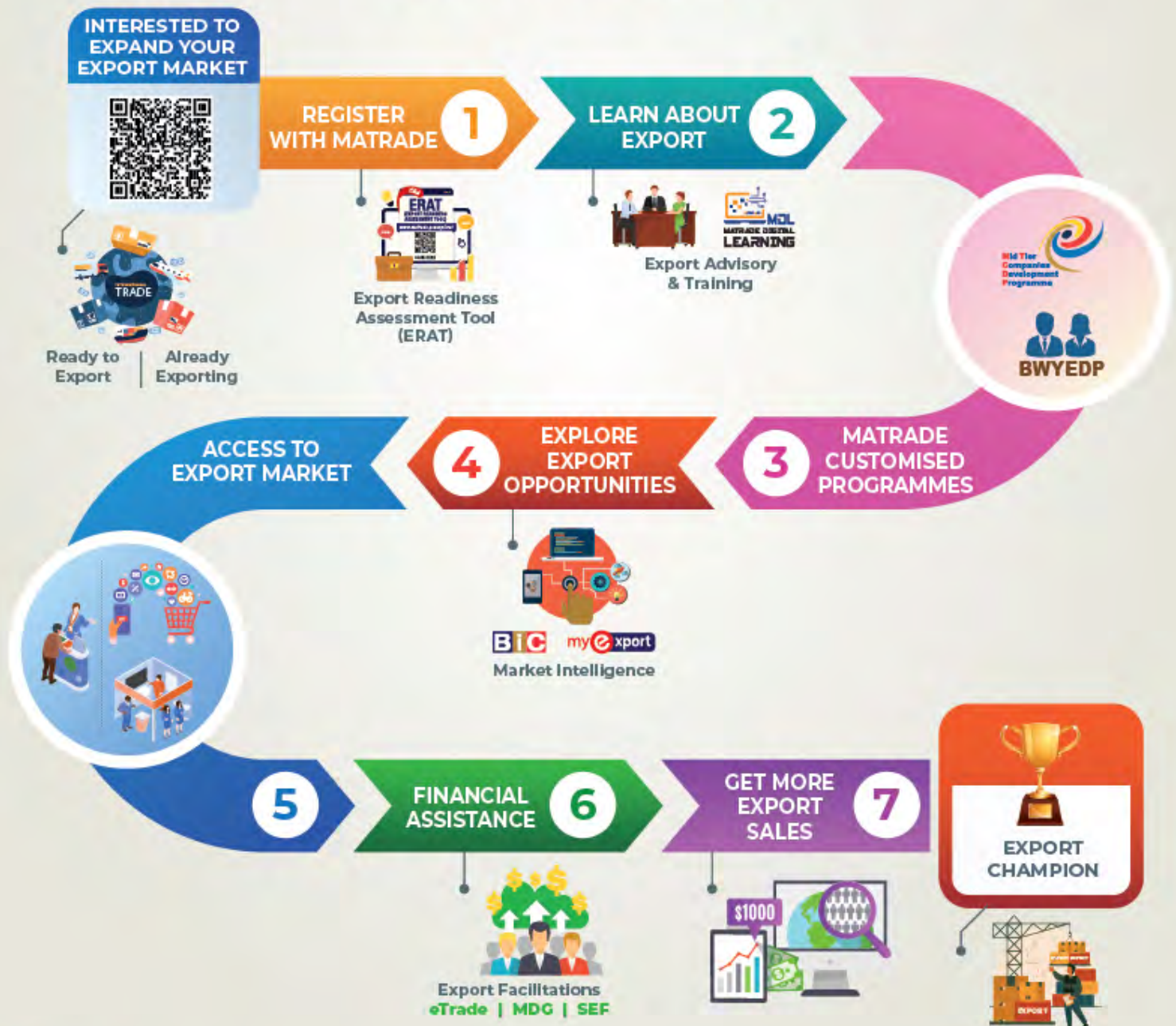
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\* Source: Star RFM Sdn. Bhd's claim based on Nielsen CMV January to December 2023.

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# ■ Foreword

**T**he Star Outstanding Business Awards (SOBA) has been at the forefront of championing and celebrating the entrepreneurial spirit of small and medium-sized enterprises (SMEs) in Malaysia. Over the last 15 years, we have been constantly reinventing SOBA, keeping ahead of market trends, staying on the pulse of consumer behaviour and wider economic conditions.


The theme for this year, “Breaking Horizons” is more than just a theme but it’s a call to action and it encapsulates our dedication to helping SMEs grow and elevate their business to new heights on a global stage. By breaking through traditional boundaries and exploring new opportunities, we aim to showcase the remarkable achievements and potential of our local enterprises in an ever-evolving economic landscape.

I am proud to say that SOBA has grown to become a respectable and credible platform to be reckoned with. Thanks to the illustrious winners over the years, together with the unwavering support of our sponsors, Credit Guarantee Corporation Malaysia Berhad (CGC), PKT Logistics Group Sdn Bhd, RHB Bank Berhad and official trade promotion partner Malaysia External Trade Development Corporation (MATRADE). Their belief and commitment has enabled us to take significant strides in our shared mission of boosting SMEs in Malaysia.

We must record the vital role played by our local enterprises, who consistently demonstrate an unwavering commitment to innovation and breaking through the barriers of convention. With the current economic climate, it is more important now than ever to recognise the resilience,



**Chan Seng Fatt**  
Group Chief Executive Officer  
Star Media Group Berhad



innovation and determination that SMEs have shown in overcoming challenges and adapting to new realities.

At the heart of our awards programme lies a commitment to fostering not just recognition but also growth and development within our entrepreneurial community.

Therefore, to mark our 15th anniversary, we will be forming a fellowship which will be known as the SOBA Council, comprising past Malaysian Business of the Year winners, Elite Entrepreneur of the Year/ Entrepreneur of the Year winners, multiple platinum winners, as well as SOBA Elite judges and sponsors.

In addition to honouring excellence and celebrating 15 years of economic contributions, we are proud to announce that this year's programme will feature:

- **SOBA Elevate**, which aims to provide actionable strategies and facilitate networking opportunities to empower SME leaders in driving sustainable growth and elevating their business towards global expansion;
- **SOBA Masterclass**, which aims to deliver a transformative journey designed specifically for entrepreneurs to enhance their writing and presentation skills; and Incorporated in Malaysia in accordance with the Companies Act, 2016<sup>^</sup> ;
- **SOBA Accelerator**, a programme that serves as a valuable resource to empower participants, enhance the calibre of submissions and ultimately elevate the overall standard of excellence celebrated by the awards programme.

On the awards front, we are pleased to announce that the **SOBA Mikro Recognition Award**, which recognises the potential of micro-SMEs that have demonstrated excellence and potential for growth, is now open for public submissions.

SOBA's remarkable growth can also be credited to the achievements of our participants, who have emerged as leaders in their respective industries. We take immense pride in their accomplishments and believe that their stories of resilience and perseverance will be a source of motivation for their peers.

I encourage all SMEs to seize the opportunities that SOBA has to offer and propel your businesses to new heights. Together, let us build a brighter future for Malaysia's economy. We eagerly look forward to the SOBA Gala Night 2024, where we will come together to celebrate your accomplishments and the impact that you have made.

Best wishes to all participants, we can't wait to see what the future holds for you and your businesses.

Thank you.



Chan Seng Fatt  
Group Chief Executive Officer  
Star Media Group Berhad



# ■ About The Awards

**S**tar Outstanding Business Awards (SOBA) is The Star's efforts in recognising up-and-coming non-listed businesses and their contributions to the Malaysian economy. In line with the Government's commitment to develop home-grown businesses, SOBA seeks to inspire and encourage local businesses to promote Malaysia and showcase its products and services globally.

To encourage businesses to soar beyond its boundaries, these awards will be presented to local businesses for excelling in areas that span across multiple sectors. This means businesses are not only assessed based on their bottom lines, but are also measured at the forefront in anticipating the future needs of the company and the economic sector in which they operate in. A business that is able to adjust its operational procedures to meet environmental concerns, and in the process grow its profit, will stand out.

Particular attention will be given to local businesses that export their products and/or services, as their businesses promote Malaysia as a global centre of commercial excellence. It is envisaged that SOBA winners are also desirous and look towards listing on the Malaysian stock exchange in the not too distant future.

These awards are also categorised into businesses that have sales turnover below RM25 million and RM25 million & above respectively. This is to recognise the achievements of upcoming small-medium businesses including start-ups as well as established businesses on a level playing field. At its core, SOBA recognises the important role local businesses play towards the building up of our nation, whichever space in the revenue spectrum that they occupy.





# Objectives

SOBA was 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 celebrate and highlight the achievements of local businesses that have contributed to the growth of the community; and



To encourage local businesses to continue developing and elevating their businesses;



To inspire and encourage local businesses to promote Malaysia and showcase its products and services to the world.



To motivate and inspire home-grown businesses to aim for excellence in their products and services;

# ■ Entry Requirements

## 1. Eligibility Requirements for All Awards except Rising Star Award

In order to qualify as an applicant for any of the award categories other than the Rising Star Award, local companies must meet the following requirements:

- Not part of a multinational\* group
- Not a listed entity\*\* ;
- Incorporated in Malaysia in accordance with the Companies Act, 2016^ ;
- Foreign equity holding does not exceed 50%\* ;
- Company has not submitted any proposal for initial public offering (IPO) up to the closing date of SOBA which is 11 November 2024.
- Must submit financial summary for past three (3) consecutive years
- Must submit full audited financial statements for past three (3) consecutive financial years^^ ;
- It is mandatory for Halal certificate(s) to be furnished (for Best in Halal Product/Service category only)
- Companies that have won the Platinum Award three years in a row in the same category shall observe a one-year cooling off period before applying for that category again.
- Immediate past Malaysian Business of The Year Award winners shall observe a two-year cooling off period by not participating in SOBA, unless in a different tier.

## 2. Eligibility Requirements for Rising Star Award

In order to qualify as a candidate for the Rising Star Award, local companies must meet the following requirements:

- Not part of a multinational\* group
- Not a listed\*\* company
- A company duly incorporated in Malaysia in accordance with the Companies Act 2016
- Foreign equity holding does not exceed 50%\* ;
- Must submit latest full audited financial statements or management accounts^^ ;
- Have been in business operations [either as sole proprietorship, partnership and/or company] for less than three (3) years at the closing date of SOBA which is 11 November 2024.
- Past grand winners of Rising Star are not eligible to apply.



### 3. Eligibility Requirements for Entrepreneur of the Year Award

#### A. Male

- He must be a Malaysian citizen running the company which is registered in Malaysia in accordance with the Companies Act, 2016
- Individual must be an owner / shareholder who is mainly responsible for the recent performance of the company that is at least three (3) years old
- Must submit financial summary for past three (3) consecutive years^^
- Must submit full audited financial statements for past three (3) consecutive financial years
- Past Par Excellence Achievement winner of Entrepreneur of the Year (Male category) shall observe a one - year cooling off period before applying for the same category.
- He must be above 35 years of age by 11 November 2024.

### 4. Eligibility Requirements for Entrepreneur of the Year Award

#### B. Female

- She must be a Malaysian citizen running the company which is registered in Malaysia in accordance with the Companies Act, 2016
- Individual must be an owner / shareholder who is mainly responsible for the recent performance of the company that is at least three (3) years old.
- Must submit financial summary for past three (3) consecutive years^^
- Must submit full audited financial statements for past three (3) consecutive financial years
- Past Par Excellence Achievement winner of Entrepreneur of the Year (Female category) shall observe a one - year cooling off period before applying for the same category
- She must be above 35 years of age by 11 November 2024.



## **5. Eligibility Requirements for Entrepreneur of the Year Award**

### **C. Young**

- Individual must be a Malaysian citizen running the company which is registered in Malaysia in accordance with the Companies Act, 2016
- Individual must be an owner / shareholder who is mainly responsible for the recent performance of the company that is at least three (3) years old
- Must submit financial summary for past three (3) consecutive years^^
- Must submit full audited financial statements for past three (3) consecutive financial years
- Past Par Excellence Achievement winner of Entrepreneur of the Year (Young) is not eligible to reapply for the category but may apply for the Entrepreneur of the Year (Male or Female) category if the requirements above are met
- Individual must be at the age of 35 and below by 11 November 2024.

## **6. Eligibility Requirements to be nominated for SOBA Mikro Recognition Award**

- Only opened to micro businesses with an annual turnover of less than RM300,000 based on its last financial year performance;
- By way of public submissions or nominations from the SOBA nomination committee comprising elected sponsor representatives from Credit Guarantee Corporation Malaysia Berhad, PKT Logistics Group Sdn Bhd, RHB Bank Berhad, and official trade promotion partner Malaysia External Trade Development Corporation (MATRADE).
- Local brand/business under a sole proprietorship#, partnership# and/or company^ registered with the Companies Commission of Malaysia. Individuals are not eligible.
- Foreign equity holding does not exceed 50%
- Participants who submit for the SOBA Mikro Recognition Award are not eligible to participate in other categories of SOBA. Should they wish to participate in other categories, they must reject the nomination for SOBA Mikro Recognition Award (if nominated by SOBA nomination committee); and
- Top 5 SOBA Mikro Recognition winners shall observe a one-year cooling off period and thus not eligible to be nominated for the same award again the following year.





**Notes:**

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 public-listed companies on Bursa Malaysia Stock Exchange or public interest entities including previously listed companies except where the companies have already been de-listed for more than 5 years. Subsidiaries of listed companies are eligible to participate.
- ^ Companies that are not part of a group (as defined in the Companies Act, 2016) but wish to submit their entries as a proforma group (i.e. consolidating the financial results of the companies) are only qualified to participate as a proforma group provided that each of the said companies:
  - Operates under 1 (one) similar brand; and
  - Has the same individual shareholder(s) who hold(s) more than 50% shareholding of each of the companies that wishes to participate as a proforma group.
- ^^ Participants who are unable to provide the full audited financial statements may wish to only submit the (i) audited statement of financial position (Balance Sheet), (ii) audited statement of comprehensive income (Income Statement), (iii) Statement of Changes in Equity, (iv) Statement of Cash Flow and (v) Independent Auditors' Report.
- # Sole proprietorship refers to a business wholly owned by a single individual using personal name as per his / her identity card or trade name which is registered with Companies Commission of Malaysia ("CCM") under the Registration of Business Act 1956. Partnership refers to business owned by two or more persons which is registered with CCM under the Registration of Business Act 1956 or the Limited Liability Partnerships Act 2012.

For example, a sole proprietor has registered a business in year 2021 but commenced its business operation in February 2022.

In year 2023 the sole proprietor converted his business into a company in accordance with the Companies Act, 2016.

This company is eligible to participate in the Rising Star Award as it has been involved in business operation for less than three (3) years i.e. from February 2022 to November 2024 as at the closing date of SOBA.



# How to Participate

## 1. How to participate for all award categories except for SOBA Mikro Recognition Award category

Step

1

- a) Download the submission pack from the SOBA official website at [www.soba.com.my](http://www.soba.com.my)
- b) Applications to be submitted online at [www.soba.com.my](http://www.soba.com.my)

Step

2

There are 15 award categories for which you may apply.

- a) The guidelines for each award category are in the submission pack. Answers can be written in English / Bahasa Melayu language, typed in the online application form. Applicants are strongly encouraged to address all areas to show why they deserve to win in the respective categories. Total response is limit to no more than 1,000 words for each application/award category ("Answer Sheets");
- b) As a supplementary to the Answer Sheets, applicants may also submit a video clip of no more than 4 minutes which addresses all areas to show why the applicants deserve to win in the respective awards. However, the video clip is not a compulsory requirement but an option given to the applicants to supplement the Answer Sheets submitted.
- c) For the Online 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

For each award category application, there is a non-refundable processing fee\* as per table below:

Fee	Tier 1 (RM25m & above turnover)	Tier 2 (Below RM25m turnover)
Early Bird Price (5 June - 30 September 2024)		
Submission	RM500	RM300
Submission + 1 CEO Seat	RM1,300	RM1,100
Normal Price (1 October - 11 November 2024)		
Submission	RM550	RM350
Submission + 1 CEO Seat	RM1,350	RM1,150

Payment medium is via Online Transfer or Cash Deposit only, payable to **STAR MEDIA GROUP BERHAD**

**Bank details :**

Account name : STAR MEDIA GROUP BERHAD  
Account number : 77246 50001  
Bank name : Standard Chartered Bank

During the payment process, kindly include your company's name and "SOBA 2024 Entry" as Recipient's Reference.

\*Full payment must be made by the participants within the Submission Period in order to participate in SOBA. Entries submitted without full payment will not be processed. Payment made is strictly non-refundable and non-transferable.

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**Step**

**4**

Applications must be received by the Organiser on or before 11 November 2024.  
The application can be submitted via [www.soba.com.my](http://www.soba.com.my)



## 2. How to participate in SOBA Mikro Recognition Award

Step

1

- a) Download the submission pack from the SOBA official website at [www.soba.com.my](http://www.soba.com.my)
  - b) Applications to be submitted online at [www.soba.com.my](http://www.soba.com.my)
- 

Step

2

- a) Submit a write up (in English/Bahasa Melayu) of their brand/ business in no more than 500 words to be typed in the online application form;
  - b) Write up may enclose supporting documents;
  - c) The guidelines for the write up are in the submission kit. Nominees are encouraged to address all areas to show why they deserve to win in the SOBA Mikro Recognition Award;
  - d) Incomplete applications will not be considered for review.
- 

Step

3

Application must be received by the Organiser on or before 11 November 2024, submitted via the SOBA website at [www.soba.com.my](http://www.soba.com.my)

The name of the contact person and telephone number should also be clearly indicated in the email. SOBA committee 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 SOBA committee to confirm receipt.



# The Judging Process

**T**he 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 Top of the Class Awards (“TOTC”) and Outstanding Achievement Awards (except the SOBA Mikro Recognition Award) for each tier will be reviewed by several panels of judges concurrently. TOTC finalists will be invited to present virtually before the panel of judges in English / BM Language. SOBA Mikro Recognition Award will be judged by the nomination committee comprising elected sponsors’ representatives from Credit Guarantee Corporation Malaysia Berhad, PKT Logistics Group Sdn Bhd, RHB Bank Berhad and official trade promotion partner Malaysia External Trade Development Corporation (MATRADE).

For the “Best in Customer Service” awards, the panel of judges will shortlist the top 5 companies for public voting purposes. The public can vote for their preferred customer services provider via the SOBA microsite at [www.soba.com.my](http://www.soba.com.my). The winners of Best in Customer Service awards will be determined by a weightage of the scores awarded by the judges and by the votes of the public.

5 SOBA Mikro Recognition Award winners will be selected.

The Elite Entrepreneur of the Year and Malaysian Business of the Year Awards will be separately reviewed by a final panel of judges. The final panel of judges will include one representative from each of the initial panels of judges. The Elite Entrepreneur of The Year will be chosen out of the six (6) par excellence EOTY – Young , Male & Female winners in both tiers i.e. Below RM25 million and RM25 million & above categories.

The winner of the Malaysian Business of the Year Award in the respective tiers will be selected from three (3) shortlisted participants by a final panel of judges. Shortlisted participants will be identified based on the combined top three (3) TOTC scores. For avoidance of doubt, should a participant participate in all eleven (11) TOTC, only the best three (3) TOTC combined scores will be taken into consideration to qualify as a shortlisted participant for final judging as the Malaysian Business of the Year. Shortlisted participants will be invited to Menara Star to present physically before the panel of judges in English / BM Language.

Shortlisted participants will be re-assessed by the panel of selected judges during the final presentation to determine the winner of the Malaysian Business of the Year Award.



# ■ Winners' Rewards and Benefits

## For all WINNERS (except SOBA Mikro Recognition Award)

1. Free advertising space\* in Star Media Group platform

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

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

Gold winners : RM30,000 worth of ad space (print & online)

Silver winners : RM20,000 worth of ad space (print & online)

### **Outstanding Achievement Awards**

Grand winners : RM50,000 worth of ad space (print & online)

*\*Note: Terms and conditions apply. Free advertisement space is subject to 8% Service Tax. The Service Tax has to be paid in order to activate the prize package.*

2. Preferential rates for additional ads in The Star carrying the SOBA logo, 988 or Suria
3. Coveted 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 other companies grow and move forward.

## For TOP 5 SOBA Mikro Recognition Award Winners

1. SOBA 'Mikro' Recognition Plaque for Top 5 Winners
2. Use of SOBA logo / monogram on corporate and A&P collaterals
3. Exposure through publicity (print and online)

## For all FINALISTS and SOBA Mikro Recognition Award Nominees

1. Certificate of Merit

## For all PARTICIPANTS

1. Opportunity to self check, network with key business professionals and the business fraternity

# Terms and Conditions

**PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE SUBMITTING THE ENTRY FORM TO PARTICIPATE IN “THE STAR OUTSTANDING BUSINESS AWARDS” (“SOBA”) AS THEY CONTAIN BINDING LEGAL TERMS AND OBLIGATIONS INCLUDING LIMITATIONS OR EXCLUSION OF STAR MEDIA GROUP BERHAD’S (“Organiser”) LIABILITY. BY SUBMITTING THE ENTRY FORM, YOU ARE DEEMED TO UNDERSTAND AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS IN ITS ENTIRETY.**

Your entry submission will be automatically disqualified if you fail to comply with any of the following Terms and Conditions and/or the Entry Requirements set forth in SOBA’s Submission Pack.

## **Terms and Conditions:**

1. Participants have to fill up the “Application and Declaration Form” (“Entry Form”) online via SOBA website at [www.soba.com.my](http://www.soba.com.my) from 5 June 2024 to 11 November 2024 (“Submission Period”). Incomplete Entry Form submitted out of the Submission Period will be automatically rejected.
2. If any information provided by a participant in the Entry Form is subsequently discovered to be fraudulent or false or if there is a misstatement or omission, the said participant will be automatically disqualified. The same shall apply to any information given by winners whereby the award/prize awarded will be automatically revoked.  
(2a) Full payment must be made by the participants within the Submission Period in order to participate in SOBA. Entries submitted without full payment will not be processed. Payment made is strictly non-refundable and non-transferable.
3. The judges’ decision is final. No appeal will be allowed and/or entertained. The participants shall not resort to court proceedings to review the judges’ decision.
4. The Entry Form must be hand-signed or electronic signed by the duly authorised highest ranking officer of the participant.
5. Participants may submit a video clip of not more than four (4) minutes which address all areas to show why the participants deserve to win SOBA.  
The participants warrant that they have independent, complete, explicit, and uncontroversial copyright of their videos and that the videos submitted herein do not infringe upon the rights of any third party, including but not limited to the copyright, reputation and privacy. All legal liabilities for any disputes arising from a breach of any of the aforementioned warranties shall be borne by the participants absolutely. The Organiser shall not assume any liability in this regard.
6. All submitted Entry Forms and video clips will not be returned and shall remain the property of the Organiser.  
(6a) Unless otherwise specified herein, all ancillary costs are the participants’ responsibility.
7. The Organiser reserves the right to use non-confidential information of the participants, video clips and/or the logos/brand names/trademarks provided by the participants/winners in any and/or all publications and collaterals related to SOBA and/or the Organiser without further reference and/or payment to the participants/winners.
8. Subject to the Notice set forth in Clause 14 hereof, partners and/or sponsors of SOBA and/or the Organiser may contact the participants/winners for marketing promotions and activities.
9. Participants can only submit one (1) Entry Form for one (1) award category.
10. Shortlisted participants may be contacted for media interviews.
11. Winners of SOBA will be announced on the night of the SOBA Ceremony to be held in February 2025 or any other date as may be notified by the Organiser.
12. In the event of any award/prize being unavailable for any reason, the Organiser has the right to substitute the award/prize with any other product of similar value. All awards/prizes are non-transferable, non-refundable and non-exchangeable for cash or for any other prizes. All awards/prizes are given on an “As Is, Where Is” basis.
13. By submitting the Entry Form, the participants acknowledge and agree that the Organiser

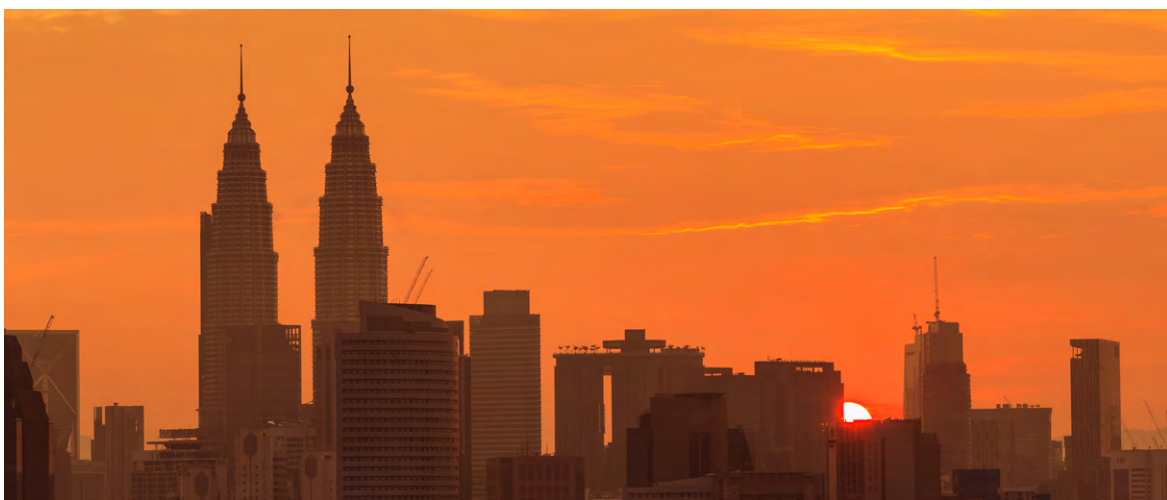




excludes all warranty and/or liability in connection with the awarded prizes and/or SOBA. Participants shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death) resulting from their participation in SOBA, redemption and/or usage of the awards/prizes. The Organiser shall not be held responsible for any liability, mishap, loss, damage, claim or accident (including personal injury and/or death) in any manner whatsoever suffered by the participants as a result of their participation in SOBA and/or the use of the awards/prizes.

14. PERSONAL DATA PROCESSING STATEMENT RELATING TO PARTICIPANTS ("Notice") IN ACCORDANCE WITH PERSONAL DATA PROTECTION ACT, 2010 ("PDPA") AND PUBLICITY
- a. PDPA governs the processing of personal data submitted by the participants ("Personal Data"). This Notice issued to participants to inform that this is the basis upon which the processing of the Personal Data is done by the Organiser.
  - b. Purpose: All information (including Personal Data) submitted by the participants for SOBA shall belong to the Organiser and the participants irrevocably and unconditionally consent and permit the Organiser to use, publish or feature the participants' and/or their pictures and/or videos (which may include their names, statements about SOBA or any of its related matter) without further notice or compensation for publicity, advertising or any other related purposes in any manner whatsoever, including but not limited to any of the Organiser's publications, websites and/or any promotional materials connected to SOBA.
  - c. Transfer: The Personal Data will be kept confidential by the Organiser but the participants agree that for the purposes set out in Clause 14 (b) above, the Organiser may transfer or disclose such Personal Data to the following parties within or outside of Malaysia:
    - i. Other partners or any participating partners which owe a duty of confidentiality to the Organiser;
    - ii. The Organiser's agents or contractors under a duty of confidentiality to the Organiser providing administrative, telecommunications, data processing or other services to the

- Organiser in relation to SOBA (such as but not limited to professional advisers, customer call centre providers, gift redemption centres or data entry companies);
- iii. Any affiliates that owe a duty of care to the Organiser;
  - iv. Any law enforcement agency and/or regulatory body for compliance with applicable laws, rules, regulations, codes and/or guidelines and/or any person or entity to whom the Organiser is under a binding obligation to make disclosure under the requirements of any law, rule, regulations, code and/or guideline and/or order of any competent court of law, law enforcement agencies and/or regulatory bodies.
- d. Access: The participants have the right to request access to and to request correction of the relevant Personal Data. Nothing herein contained shall limit the rights of any participant under the PDPA.
- e. Click here <http://www.thestar.com.my/privacy/> to view the full Privacy Policy of the Organiser. If any participant does not wish to receive the latest information about products, news and events updates, rewards and promotions, special privileges and initiatives from the Organiser and/or its affiliates, partners and advertisers, kindly contact Events at 03 – 7967 1388 ext. 1104.
15. All entry instructions and any other specific details relating to SOBA or the awards/prizes not specified herein shall form part of these Terms and Conditions.
16. The Organiser reserves the right to amend these Terms and Conditions at any time without prior notice and the amended terms and conditions will be uploaded onto [www.soba.com.my](http://www.soba.com.my). Participants are highly encouraged to visit SOBA's website regularly to ensure that participants are aware of any amendments made by the Organiser. Participants continued usage of SOBA's website and/or participation in SOBA after amendments are posted onto SOBA's website shall mean the participant agrees to be legally bound by these terms as amended.
17. If SOBA is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Organiser, in such event, the Organiser reserves the right, in its sole discretion, to modify, suspend, terminate or cancel SOBA, as appropriate, without prior notice.
18. While the Organiser will use reasonable efforts to include accurate and up to date information in SOBA's website and Submission Pack, the Organiser makes no warranties or representations as to the accuracy, correctness, reliability or otherwise with respect to such information, and assumes no liability or responsibility for any omissions or errors (including, without limitation, typographical errors and technical errors) in the content.
19. Use of and browsing on SOBA's website and Submission Pack are done at the participants' own risk. Neither the Organiser nor any other party involved in creating, producing, or delivering SOBA's website and Submission Pack, nor any naming right sponsors, event sponsors and third parties affiliated with the Organiser shall be liable for any direct, incidental, consequential, indirect, or punitive damages arising out of the participants' access to, or use of, or browsing SOBA's website and Submission Pack, or downloading of any materials, data, text, images, video, or audio from the website, including, without limitation, damage to, or viruses that may infect, their computer equipment or other property as a result thereof. Without limiting the foregoing, everything on SOBA's website and Submission Pack is provided to the participants "as is" without warranty of any kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.



# Award Categories

Businesses are evaluated based on their sectoral achievements as well as their excellence attained in the different fundamental areas that are pertinent to every organisation. SOBA further categorises each Top-of-the-Class Awards into two tiers being businesses with sales turnover of:-

- Below RM25 million; and
- RM 25 million & above

Accordingly, kindly indicate in the Application Form whether you are applying for the category with sales turnover below RM25 million or RM 25 million & above.

## **A. TOP-OF-THE-CLASS AWARDS**

### **1. Best Brand**

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

### **2. Best in CSR**

This award is intended to recognise local businesses' practices in corporate social responsibility ("CSR") including apportioning part of their profits and other resources to serve the needs of the community.

### **3. Best in Customer Service**

This award is intended to accredit the local businesses or service providers who excel in providing exemplary service to their customers with the overall best customer service practices and customer service programmes to drive loyalty and develop deeper relationships with their customers.

### **4. Best e-Retail**

Awarded to local businesses that achieved exceptional online sales performance in addition to demonstrating commitment and strong market leadership and true innovation to excel in online retailing platform(s) to provide best online shopping experience.

### **5. Best Employer**

This award is intended to accredit the local businesses with the overall best human capital practices, which includes impressive physical working conditions and excellent benefits made available to its employees.

### **6. Best Green Initiative**

Awarded to the local businesses that exhibit 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.



## 7. Best Halal Product/ Service

This award goes to local businesses that have invested in building a strong local halal products/ services that have outstanding success and are valued by the public.

## 8. Best Innovation

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.

## 9. Best in Marketing

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.

## 10. Best in Retail

This award goes to the retailer who has adopted effective, innovative and creative marketing initiatives to promote its products and offers the best physical retail shopping experience to their customers.

## 11. Best Use of Technology

This award goes to the company that has most effectively leveraged and integrated technology in their business to have an edge in today's marketplace. The award rewards companies applying technological developments and/or digital delivery to break new grounds or enhance their current product and/or service offerings.



## **B. OUTSTANDING ACHIEVEMENT AWARDS**

### **1. Rising Star Award**

Awarded to the best new, up-and-coming local businesses that has displayed great potential to become a successful player in the local and / or international market. Businesses vying for the Rising Star Award will not be evaluated based on the sales turnover categorisation.

### **2. Entrepreneur of the Year Award (Male / Female / Young)**

Awarded to outstanding entrepreneurs who have propelled his / her company forward with vision, innovation and farsightedness. The applicants should have demonstrated exemplary management and leadership skills, with the local enterprise under his / her leadership achieving an admirable and profitable track record. Similar to the Top of the Class Awards, these awards are also available under both tiers i.e. company with sales turnover below RM25 million and RM25 million & above.

### **3. Elite Entrepreneur of the Year**

An outstanding achievement award aimed to single out one of the six (6) Par Excellence Entrepreneur of the Year winners (Male/ Female/ Young) in both below RM25 million and RM25 million & above company sales turnover tiers. To be the best of the best, the finalists will have to be assessed by a final panel of judges comprising one representative from each of the initial panels of judges. No separate application is required to be submitted for this award.

### **4. Malaysian Business of the Year Award**

The Malaysian Business of the Year award is the pinnacle award for SOBA and is awarded under both tiers i.e. one, for the enterprise with sales turnover below RM25 million and another for the organisation with sales turnover of RM 25 million & above.

No separate application is required to be submitted for this award. As mentioned above, the winner of the Malaysian Business of the Year Award will be selected out of three (3) shortlisted participants by the final panel of judges. Shortlisted participants will be identified based on the aggregate of top scores from up to three (3) Top of the Class Awards. Shortlisted participants will be invited to Menara Star (virtually or physically) to present before the panel of judges in English / BM Language

## **C. SOBA MIKRO RECOGNITION AWARD**

This award recognises local micro brands/businesses with turnover of less than RM300,000 which have displayed great potential for business growth in the market while contributing to the nation's economy.



# Best Brand Award

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

*Areas to address:*

## **A. Brand/Company Profile (Max 100 words, Weightage 10%)**

- A summary of your brand/company profile in 100 words, including details such as products and services, target markets and operational activities

## **B. Popularity (300 words, Weightage 30%)**

- Company's perception of the level of public awareness of your brand. Extent of the brand's network (e.g. number of outlets carrying the brand locally, regionally and/or internationally) and visibility (e.g. increase in number of network of outlets, website traffic trend in the past 3 financial years, etc.)
- How marketing strategies including communications plans, advertising and promotional activities have increased the popularity of the brand. Show evidence and quantitative measures of their effectiveness (e.g. market penetration / market share and growth patterns, growth in revenue of brand)
- Number and types of award(s) and nomination(s) received for the brand

## **C. Customer Knowledge (200 words, Weightage 20%)**

- Number of activities undertaken 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. Differentiation (250 words, Weightage 25%)**

- Originality in terms of product design, packaging, marketing and communication.
- Brand uniqueness of the company's products/services in comparison to competitors;
- % of brand market share in recent 3 financial years.

## **E. Brand Sustainability (150 words, Weightage 15%)**

- How long has the brand existed? Plans to maintain sustainability of the brand

*Please include supporting documents where applicable*



# Best In CSR Award

This award is intended to recognise local businesses' practices in corporate social responsibility ("CSR") including apportioning part of their profits and other resources to serve the needs of the community.

*Areas to address:*

## **A. Impact of the CSR Programmes (450 words, Weightage 45%)**

- List the number of CSR initiatives and programmes held/conducted over the past 3 financial years including brief descriptions of the efforts;
- Share the positive impact(s) of the CSR effort(s) towards the community, the enterprise's employees and its business(es) as a result of its policies, initiatives and programmes (e.g. number employed from the less fortunate community, number of special schools constructed or sponsored, number of CSR activities, etc.).

## **B. Demonstration of Company Values in CSR (300 words, Weightage 30%)**

- Management's commitment to promote employees' participation in CSR activities and instilling strong CSR values in the company;
- Various communication channels (e.g. media, publications, memoranda) to communicate CSR messages to employees and the public;
- Percentage of participation of the employees/ management of the Company for each of the CSR initiatives and programmes (e.g. entire company, only staff level or management level).

## **C. Sustainability (250 words, Weightage 25%)**

- 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/policies)

*Please include supporting documents where applicable*





# Best In Customer Service Award

This award is intended to accredit the local businesses or service providers who excel in providing exemplary service to their customers with the overall best customer service practices and customer service programmes to drive loyalty and develop deeper relationships with their customers.

*Areas to address:*

## **A. Customer Service Policy and Practices (300 words, Weightage 30%)**

- Briefly explain :
  - i. How your company maintains a high level of customer satisfaction with regard to your company's services; and/or
  - ii. Your policies and/or practices on customer service and their uniqueness as compared to your competitors or other industry players when handling matters such as products/ services' enquiries, delivery services, customers' complaints, warranties, refund and return policy, queue management system (including customer waiting time to be served and to make payment), call buttons, after sales services and repairs, complimentary food & beverages and other facilities.

## **B. Customer Feedback (400 words, Weightage 40%)**

- The number and types of channels available for customers to provide feedback such as dedicated response team/individual, emails, social media, customer service centre, call centre, customer survey or feedback forms.
- Briefly explain the policies and procedures that are in place to gauge/measure your customers' satisfaction/feedback and to respond to such feedback.
- Provide evidence to demonstrate the commitment by the management to enhance the sustainability of your customer service (e.g. total number of feedback received in the past 3 financial years and the number of satisfied customers due to the company's initiatives)

## **C. Impact on Business (300 words, Weightage 30%)**

- Provide evidence of improvement in customer satisfaction towards services provided by your company in relation to its customer service policies and practices implemented such as customer retention rate, referral rate, number of complaints, customer satisfaction rating or number of visits to the company's online website.

*Please include supporting documents where applicable*



# Best e-Retail Award

Awarded to local businesses that achieved exceptional online sales performance in addition to demonstrating commitment and strong market leadership and true innovation to excel in online retailing platform(s) to provide best online shopping experience.

*Areas to address:*

## A. Online Store Design (200 words, Weightage 20%)

- Demonstrate how the e-store design attracted customers online (including excellent marketing and advertisement strategies) that resulted in exceptional traffic volume while enhancing the brand/product(s);

## B. Shopping Experience (200 words, Weightage 20%)

- Possess easy accessibility and user-friendly e-store for the online community to enjoy seamless and best online shopping experience;
- Provide excellent customer service including having a large range of payment/ checkout methods, after sales service, deliveries, return policies, etc. and the uniqueness as compared to competitors

## C. Problem Solving (150 words, Weightage 15%)

- Show the various challenges faced (e.g. technological, sales, delivery, payment gateways, etc.) by the local enterprise to maintain/ operate the e-retail and demonstrate how the challenges have been resolved;

## D. Overall Results & Achievements (450 words, Weightage 45%)

- Summarise achievements and key results of the brand/product(s) via e-retailing over the recent years (e.g. total number of visitors to the e-store and % of conversion of visitors to sale, total turnover, profit margins, etc.);
- If the local enterprise was previously a brick-and-mortar retailer, how has the conversion/ addition of e-retail contributed, by quantum, to the overall business.

*Please include supporting documents where applicable*



# Best Employee Award

This award is intended to accredit the local businesses with the overall best human capital practices, which includes impressive physical working conditions and excellent benefits made available to its employees.

*Areas to address:*

## A. Remuneration and welfare (400 words, Weightage 40%)

- Company's compensation, benefits and reward schemes, as compared to industry norms including supporting documents and comparison table (e.g. current enterprise compensation vs. industry average).
- The rationale and success of your company's remuneration strategies.
- Types and number of policies to promote/improve the welfare of employees (e.g. childcare facilities, work-life balance, health and wellness, insurance and medical plans, hybrid/flexible working arrangements).

## B. Career Progression (250 words, Weightage 25%)

- Talent management initiatives implemented by your company (e.g. career development plans, mentoring, training) and their effectiveness
- How has your appraisal system improved staff performance?
- Demonstrate the actual result of initiatives as compared to intended plans.

## C. Learning and Development (250 words, Weightage 25%)

- Training and development policies and programmes including the number and type of 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). Include training hours and budgets to substantiate this.
- Learning and development initiatives to support upscaling of employees' skills and how the new skills have contributed to the performance of the company.

## D. Workplace Environment (100 words, Weightage 10%)

- Facilities and amenities at your premises which contribute to the conduciveness of the working environment
- Corporate culture and management's commitment to encourage workplace harmony

*Please include supporting documents where applicable*



# Best Green Initiative Award

Awarded to the local businesses that exhibit 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.

*Areas to address:*

## **A. Environmental Benefits (450 words, Weightage 45%)**

- Environmental-friendly policies and procedures carried out in your business and the number of new initiatives in the past 3 financial years.
- Quantifiable evidence of impact or benefits of such policies and procedures in areas which may include any one or more of the following:
  - energy
  - water
  - materials efficiency
  - waste reduction
  - recycling
- How the initiatives have increased resource efficiency and reduced negative environmental impact/ footprint. Evidence of the achievements must be provided.
- How business competitiveness was enhanced through implementation of these environmental initiatives.

## **B. Commitment of Management and Staff (300 words, Weightage 30%)**

- Examples of environmental initiatives driven by top management.
- Participation by the employees and management including evidence of the participation rate.
- How these environmental initiatives are communicated and implemented at different staff levels.

## **C. Demonstration of Company Values in Practice (250 words, Weightage 25%)**

- 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*





# Best Halal Product/Service Award

This award goes to local businesses that have invested in building strong local halal products/ services that have outstanding success and are valued by the public.

*Areas to address:*

## **A. Brand Profile (150 words, Weightage 15%)**

- To provide a summary of your halal products/ services profile, including details such as type of products and/ or services, target markets and operational activities.

## **B. Brand Awareness (200 words, Weightage 20%)**

- Your perception of the level of public awareness of your halal products/ services and why you think your halal product/ services is highly sought after.
- Extent of the product/ service's network (regional, national, global) and availability (e.g. network of outlets, advertising and promotional activities, e-retail traffic);
- How marketing strategies including communication plans, advertising and promotional activities have increased the popularity of the products or services. Provide evidence and quantitative measures of their effectiveness (e.g. % of market share over the recent years, growth patterns, etc.).

## **C. Customer Knowledge (100 words, Weightage 10%)**

- Initiatives to understand customers' needs and wants (e.g. market research, surveys, customer insight studies, customer feedback, customer service reports, etc.) and action(s) taken to address customers' needs including to enhance customer relationships (e.g. loyalty programmes, rebates, member discounts, etc.)

## **D. Differentiation (200 words, Weightage 20%)**

- Originality in terms of product design, packaging, marketing and communication;
- Describe uniqueness of the halal products/ services in comparison to competitors; and
- To provide % of market share, if available, as compared to other similar products/ services.
- How long has the halal products/ services existed? Strategies to maintain sustainability of the halal brand.

## **E. Results & Achievements (350 words, Weightage 35%)**

- Summarise achievements and key results of the halal products/ services over the last three (3) financial years (e.g. revenue, profit margin, etc.);
- Major breakthroughs and milestones achieved in its halal brand (e.g. by exploring/ venturing into new markets, developing strategic network/ alliances with agents, distributors, customers and/ or partners).

*Please include supporting documents where applicable*



# Best Innovation Award

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.

*Areas to address:*

## A. Innovation (400 words, Weightage 40%)

- What is the innovation for which you are seeking the Award for? Tell us about the innovation why it deserves the Award
  - If you are not the original creator of the innovation, state where it originated from and the modifications that you have made to the innovation that have made a difference and been beneficial to your organisation/business
  - Innovation may involve the use of technology (i.e. customised apps/ software)
- The benefits of the innovation to your organisation

## B. Impact (400 words, Weightage 40%)

- Innovation's impact in the past 3 financial years (e.g. market leadership, increase in revenue and profits, improved efficiency and productivity, enhanced welfare of the stakeholders such as employees, shareholders, community). Explanations and description to be supported by charts and tables (where applicable).
- How has the impact been measured or evaluated?

## C. Sustainability of the Innovation (200 words, Weightage 20%)

- Commitment by management to promote, ensure and/or enhance the sustainability of this innovation

*Please include supporting documents where applicable*



# Best In Marketing Award

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.

*Areas to address:*

## **A. Marketing Initiatives (350 words, Weightage 35%)**

- The number of marketing initiatives/ campaigns including a brief description of each campaign carried out to promote your product/ service.
- How were the objectives of each initiative/campaign designed to meet business goals and targets

## **B. Execution (250 words, Weightage 25%)**

- Marketing strategy and techniques used (including implementation plan, time and budget management and key stakeholders)
- Use of different media channels to enhance and optimise the marketing initiatives, including branding efforts, advertising, merchandising, ground promotions and events, etc.

## **C. Results and Effectiveness (400 words, Weightage 40%)**

- How the marketing strategies carried out have transformed business operations and made a positive impact on the company.
- Show measurable results and outcome of marketing initiatives/ campaigns, in line with objectives and goals (e.g. return-on-investment, increased sales, positive feedback from

*Please include supporting documents where applicable*



# Best In Retail Award

This award goes to the retailer who has adopted effective, innovative and creative marketing initiatives to promote its products and offers the best physical retail shopping experience to their customers.

*Areas to address:*

## **A. Store Design and In-Store Experience (600 words, Weightage 60%)**

- Demonstrate how the store design created a positive image to attract customers to visit the store while enhancing the brand. Provide details and numbers on customer traffic to the store(s) for the past 3 financial years.
- Demonstrate how the store is planned internally to offer its customers a cutting-edge retail experience (including merchandising, facilities, ambience, 'retailtainment' and design). Enclose pictures and concepts of the designs.
- Excellent level of service that deliver an exceptional customer shopping experience (e.g. number of personnel engaged in each store to ensure customers are appropriately attended to)

## **B. Retail Initiatives (250 words, Weightage 25%)**

- Describe the number and type of retail initiatives available/offered which enhance customers' shopping experience (such as personalised service, multiple payment methods, installment payment schemes, reward points redemption, retail mobile application, birthday rewards, goods exchange and/or return policy, etc.) and the uniqueness of these initiatives as compared to your competitors.

## **C. Retail Campaign (150 words, Weightage 15%)**

- Set out the company's retail marketing campaign and/or advertising campaign (e.g. pop-up experience, loyalty programme, referral programme, product trial, refund policy) which has been successfully undertaken with a positive impact to your company.

*Please include supporting documents where applicable*





# Best Use Of Technology Award

This award goes to the company that has most effectively leveraged and integrated technology in their business to have an edge in today's marketplace. The award rewards companies applying technological developments and/or digital delivery to break new grounds or enhance their current product and/or service offerings.

*Areas to address:*

## **A. Commitment (300 words, Weightage 30%)**

- Number and types of technological / digital initiatives driven by top management
- Total costs spent on technological / digital initiatives compared to revenue in the past 3 financial years. Please use charts and/or tables to depict the results of the same.

## **B. Innovative Use of Technology and/or Digital Media (400 words, Weightage 40%)**

- Use of technological / digital initiatives (e.g. improved website, smartphone apps, social media and innovative technological solutions) to develop and enhance your products / services and /or stakeholder experience.
- To demonstrate improvements over the past 3 financial years by chart and/or table to show trend after implementation of technology/ digital initiatives.

## **C. Impact on Business (300 words, Weightage 30%)**

- Evidence of tangible positive results of technological / digital initiatives in your business
- Applicants should demonstrate a firm business strategy and potential to generate revenue and/or increase stakeholder satisfaction in relation to these initiatives

*Please include supporting documents where applicable*



# Rising Star Award

This award is for the best new, up-and-coming local enterprise (less than 3 years in operations) which has displayed great potential to become a successful player in the local and / or international market.

*Areas to address:*

**A. Business Model (400 words, Weightage 40%)**

- 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 (400 words, Weightage 40%)**

- Business plans (including financial projections) to demonstrate the potential growth of your company in terms of revenue and profit

**C. Sustainability (200 words, Weightage 20%)**

- How the company will sustain / enhance the success of the business model and / or its products services

*Please include supporting documents where applicable*



# Entrepreneur Of The Year Award

(Male / Female / Young)

This award is intended to recognise the most outstanding local entrepreneur who has propelled his / her company forward with vision, innovation and strategies. The incumbent should have demonstrated exemplary management and would be leading a company with an admirable and profitable track record.

*Areas to address:*

**Indicate the name of the nominee, IC number, designation and years in position in the Application Form.**

## **A. Corporate Vision (100 words, Weightage 10%)**

- 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 (200 words, Weightage 20%)**

- Your entrepreneurial journey, including the challenges and obstacles faced and how these were overcome
- Achievements and success stories during your stewardship of the company

## **C. Financial Performance (250 words, Weightage 25%)**

- The financial performance of your company through the following:
  - i. Returns On Equity (i.e Profit after tax / Shareholder's fund)
  - ii. Profit Before Tax (PBT)
  - iii. Growth Rates (for Revenue and PBT in the last 3 years)
 Any other financial performance indicators for your company that you deem will be useful to the judges (e.g. Market share, comparison to industry KPIs).

## **D. Innovation (150 words, Weightage 15%)**

- 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 company

**E. Leadership (100 words, Weightage 10%)**

- Development and structure of management team, including succession planning
- Your management style. How do you manage change and risks within your business environment?

**F. Human Capital Management (100 words, Weightage 10%)**

- Human resource initiatives (e.g. motivation, welfare, recruitment, retention, reward, recognition of employees) and their effectiveness

**G. Engagement in CSR Activities (100 words, Weightage 10%)**

- Your company's CSR initiatives and their impact on the community and the environment

*Please include supporting documents where applicable*





# Malaysian Business Of The Year

## FOR FINALISTS BY INVITATION ONLY

The Malaysian Business of the Year award is the pinnacle award for SOBA and is awarded for both tiers i.e. one, for the enterprise with sales turnover below RM25 million and another for the organisation with sales turnover of RM 25 million & above.

*Areas to address:*

### A. Vision (100 words, Weightage 10%)

- Describe your company's vision and explain why you have participated in SOBA 2024 and how the title of the Malaysian Business of the Year will benefit your business.
- How have the business objectives and strategies performed in the past 3 years contributed towards achieving the vision?

### B. Track Record (200 words, Weightage 20%)

- Your journey to arrive at where you are today including the challenges and obstacles faced and how these challenges were overcome.
- Major breakthroughs and milestones achieved in your business (e.g. by exploring / venturing into new markets, developing strategic network/ alliances with agents, distributors, lenders, and/or customers.)

### C. Results and Financial Achievements (350 words, Weightage 35%)

- The financial performance of your business/company in the last 3 years through the following:
  - i. Revenue
  - ii. Profit Before Taxes ("PBT")
  - iii. Returns On Equity (i.e. Profit after tax / Shareholder's fund)
  - iv. Growth Rates (for Revenue and PBT).
- Any other financial performance indicators for your company that you deem will be useful to the judges (e.g. Market share, total contract value secured (offtakes), etc.) impact on your business

### D. Differentiation (150 words, Weightage 15%)

- 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
- Number of new business ideas and strategies you introduced in the last 3 years and their impact on your business



#### E. Management (100 words, Weightage 10%)

- Business management style and how the business has managed to change and strive through recent adversities.

#### F. ESG Initiatives (100 words, Weightage 10%)

- Environment, Social and Government policies have been a hot topic of recent years. How has your business adapted

*Please include supporting documents where applicable*







# Elite Entrepreneur Of The Year

A outstanding achievement award aimed to single out one of the six (6) Par Excellence Entrepreneur of the Year winners (Male/ Female/ Young) in both below RM25 million and RM25 million & above company sales turnover tiers. To be the best of the best, the finalists will have to be assessed by a final panel of judges comprising one representative from each of the initial panels of judges.

No separate application is required to be submitted for this award.

*Please include supporting documents where applicable*





# SOBA Mikro Recognition Award

This award recognises local Mikro brands/businesses with turnover of less than RM300,000 which have displayed great potential for business growth in the market and contributed to the nation's economy.

*Areas to address:*

## **A. Business Model (200 words , Weightage 40% )**

- Describe the brand/ business background (e.g. incorporation date, principal business, etc.) and uniqueness
- Competitive business concept/ strategy that differentiates the brand/business from competitors
- Potential growth of the brand/business

## **B. Innovation (150 Words, Weightage 30%)**

- Explain innovative ideas/strategies that have resulted in business growth
- Clear capacity for creativity in development and implementation of brand/ business (If you are not the original creator of the innovation, state where it originated from and the modifications that you have made to the innovation that have made a difference and have been beneficial to your business.)

## **C. Marketing ( 150 words , Weightage 30% )**

- Describe marketing initiative/ campaign (including social media and other platforms) to promote brand/ business
- Factors that contributed to the success of the initiative/campaign
- Show measurable results and outcome of initiatives, in line with objectives and goals (e.g. increased sales, positive feedback from customers, etc)

*Please include supporting documents where applicable*

# ■ Application Checklist

For all award categories **EXCEPT** for SOBA Mikro Recognition Award category, 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.	Application checklist for all award categories except for SOBA Mikro Recognition Award category	✓
1.	Typed responses to Award Category guidelines (1000 words)	
2.	Completed Online Application Form	
3.	Completed and signed Declaration Form	
4.	A non-refundable processing fee via online transfer a. RM300 submission fee for company with sales turnover below RM25 million; or b. RM500 submission fee for company with sales turnover of RM25 million & above; c. RM1,100 submission fee and one CEO's seat at SOBA 2024 Gala Night for company with sales turnover below RM25 million; or d. RM1,300 submission fee and one CEO's seat at SOBA 2024 Gala Night for company with sales turnover of RM25 million & above	
5.	Copy of latest annual return, endorsed by Companies Commission of Malaysia, ("CCM"), Company Secretary or Statutory Director	
6.	Certified true copy of audited financial statements for the last three (3) consecutive years (2021, 2022, 2023) by Company Secretary or Statutory Director (For Rising Star Award, certified true copy of latest audited financial statement or management accounts)	
7.	A video clip of no more than 4 minutes (in MP4 file format and file size of not more than 100MB) which address all areas to show why the applicant deserves to win in the respective award. However, this video clip is not a compulsory requirement but an option to supplement the Answer Sheets.	
8.	Participants are required to declare if the company is involved in any on-going legal proceeding(s) or action(s) against the participants. In the event that there are such legal proceeding(s) or action(s), participants are required to provide details of these legal proceeding(s) or action(s) including brief background, quantum of claims, their defense and the view of their solicitors (if any).	

# ■ Application Checklist

For **SOBA Mikro Recognition Award** category, 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.	Application checklist for SOBA Mikro Recognition Award category	✓
1.	Typed responses to Award Category guidelines (500 words)	
2.	Completed Application Form	
3.	Completed and signed Declaration Form	
4.	<p>Participant to provides basic background information of the business entity and owner/shareholder(s) information with the following searches result generated from Companies Commission of Malaysia ("CCM") :</p> <ul style="list-style-type: none"> <li>a. For sole proprietorship or partnership registered under Registration of Business Act 1956: A copy of Business Profile report</li> <li>b. For Limited Liability Partnership (LLP) registered under Limited Liability Partnerships Act 2012: A copy of LLP Profile report</li> <li>c. For companies registered under Companies Act, 2016: A copy of Company Profile report or alternatively a latest annual return endorsed by CCM, Company Secretary or Statutory Director</li> </ul>	
5.	Participants are required to declare if the company is involved in any on-going legal proceeding(s) or action(s) against the participants. In the event that there are such legal proceeding(s) or action(s), participants are required to provide details of these legal proceeding(s) or action(s) including brief background, quantum of claims, their defense and the view of their solicitors (if any).	



# ■ Finalist Checklist

Shortlisted participants will be invited to Menara Star (virtually or physically) to present before the panel of judges in English / BM languages. Please ensure that you have prepared the following before your presentation.

Indicate the presence of each item by placing a check mark ( ✓ ) in the corresponding column:-

No.	Item	✓
1.	Powerpoint Presentation slides (Presentation : 10 minutes, Q & A : 5 minutes)	
2.	Please include financial summary for past 3 consecutive financial years (Template will be provided)	
3.	For Top-Of-The-Class awards & Malaysian Business Of The Year, presenter can be a representative from the company.	
4.	For Outstanding Achievement Awards, the nominee/ entrepreneur must attend the presentation by him/ herself.	
5.	A videoclip of no more than 4 minutes which address all areas to show why the applicant deserves to win in the respective award. However, this video clip is not a compulsory requirement but an option to supplement the interview/ presentation.  <i>It is not RECOMMENDED for the presenter to play the video throughout the presentation.</i>	

# Awards Timeline\*

Submission of entries : 25 June 2024 – 11 November 2024  
Deadline for entries : 11 November 2024  
SOBA Events : June – October 2024  
Judging of Entries : 26 – 28 November 2024, 9 – 10 December 2024, 7 January 2024  
Awards Night : February 2025

**\*Subject to change**

## Enquiries

For more information on SOBA 2024,  
kindly contact:

### **Events Business Unit**

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