

# 新加坡邻里企业之星奖 2016

## SINGAPORE HEARTLAND ENTERPRISE STAR AWARD

公司名称: Company Name:		经营的品牌名称: Brand Name:	
公司地址 Business Address:			
网站 Website:			
电话 Tel:		手机 Mobile:	
传真 Fax:		邮箱 Email:	
公司注册号码 ACRA Registration No.:		注册年份 Year of Registration:	
店铺总数 Total number of outlets:	在邻里社区(非购物中心)的店面数目 Number of outlets in neighbourhood centres (non-mall):	在购物中心的店面数目 Number of outlets in shopping centres:	
请列出你的店铺地址 Please list the location / Addresses of your outlets here:			
请简要描述下您的生意、产品或服务 Describe your business, products or services:			

申请 / 提名表  
Application Form

综合实际的生意状况，请在另一页纸上以每项不超过 300 字加以阐述以下从 5 选 3 项目\*  
Describe in not more than 300 words on a separate piece of paper what your business has done or achieved in any 3 of 5 categories\*:

顾客服务  
Customer Service

利于复制的生意模式  
Scalable & Replicable Business Model

创新  
Innovation

市场营销  
Marketing

视觉营销  
Visual Merchandising

\*也请分享你的员工所参与过的一些培训 / 升级课程，而这些课程是如何使您的业务受益。  
\* Please also share some of the training / upgrading courses which you have sent your employees for and how they have benefited your business.

由老板、营运总监、经理 或相同级别的管理人员完成上述内容。  
To be completed by the Managing Director, Owner or equivalent.

我理解本表格所提供的信息，仅用于“新加坡邻里企业之星”奖的评审。所有向本奖项的评和主办方提供的信息，将被严格保密。我同意并尊重与遵守本奖项的评选规则以及评委的决定，并承诺提供的一切信息皆属实。

I understand that the information provided in this form will be used for the purpose of the Award competition only. I agree to abide by the rules of the Award competition and the decision of the judges, and to provide any necessary information for the purpose of Award judging.

签字人姓名/公司印章  
Name of Signatory/Company Stamp

签名/日期  
Signature/Date

奖项的入选类别 **QUALIFYING CRITERIA**

本奖项公开给所有的邻里企业经营者，包括：小贩中心经营摊主、商铺或组屋区的零售商等。同时也开放给为邻里企业经营者提供服务/产品的商家。

- 优秀企业: 拥有 1 至 4 间店面
- 杰出企业: 5 间及以上的店面

This award is open to all heartland operators including hawker centre stall owners, enterprises operating in shop-houses, HDB managed malls and neighbourhood retail outlets. The award is also open to businesses who service the heartland neighbourhood operators. They are:

- Promising Enterprise: With 1 to 4 establishments (Inclusive of self-owned and Franchise)
- Prominent Enterprise: With 5 establishments and above (Inclusive of self-owned and Franchise)

申请者必须:

- 是位于邻里社区内营运的店铺(非购物中心)或为邻里企业经营者提供服务/产品的商家
- 是新加坡注册的公司，而新加坡人或永久居民占有至少 30% 股份
- 是新加坡本土品牌

**Applicants must:**

- be operating outlets located in the neighbourhood centres (non-mall) or providing services/products to heartland neighbourhood operators
- be incorporated in Singapore with at least 30% Singaporean or PR ownership
- be home-grown Singapore brands

### 奖项配套 AWARD PACKAGE

所有获奖者, 必须无条件接受主办当局所设立的奖项配:

- 优秀企业: S\$5,988
- 杰出企业: S\$12,988

详细的奖项配套包括 :

- 刊登在《联合晚报》报章上
- 刊登在全国商联总会的网站上
- 刊登在《联合晚报》网站上
- 获独特奖杯一座
- 获精美证书一张
- 获珍贵纪念特刊若干本
- 颁奖典礼晚宴上的酒席
- 颁奖典礼晚宴所拍摄的光碟一片
- 非会员可免费成为全国商联总会的成员一年

All winners will be required to take up the award package of S\$5,988 for Promising Enterprise and S\$12,988 for Prominent Enterprise. Details of award package include:

- Publicity in Lianhe Wanbao
- Featured on FMAS's website
- Featured on Lianhe Wanbao's website
- One Award Trophy
- One Award Certificate
- Award Commemorative Book
- One Table at the Award Presentation Ceremony
- One CD of photographs taken during the Award Presentation Ceremony
- One-year free FMAS membership for non-member

付款方式: 以发票日期为准, 请在 7 日之内全额付款。

**Payment Terms: Full payment 7 days upon date of invoice.**

### 递交资料清单 SUBMISSION CHECKLIST

在递交前, 请确认已准备妥当的以下资料

Please ensure that you have the following items ready before submission:

1. 填写完整的申请表 (Completed Form with required write up)
2. 最多 10 张相片 (Up to 10 photographs of your shop front/services and/or products)
3. 公司注册副本 (A copy of ACRA certificate within last 6month)
4. \$100 的不退还报名费。确定得奖的商家的奖项配套将会自动扣除\$100 的数目。这 \$100 不属于奖项配套的一部份。  
(A non-refundable application fee of \$100 attention to **TFMAS**. This amount will be deducted from award package fee if applicant is notified as a winner of the award at the later stage. This \$100 is not a part of the award package fee.)

任何查询, 请致电: **6741 4670** 或电邮: **enquiry@fmas.org.sg**

For any enquiries, please contact **FMAS** at **6741 4670** or email: **enquiry@fmas.org.sg**



条款 Terms & Conditions

- 参与评比的企业须确认所有的文件在截止日期前, 提交给本次奖项的组委会。  
Participating enterprises have to ensure that all documents reach the Award Organizing Committee before closing date.
- 所以提交的文件将严格保密, 仅用于奖项的评比。  
All submitted documents will be kept confidential and use for judging purpose only.
- 奖项的组委会不对与评比相关的文件或付款的任何损失负责。  
The Award Organizing Committee will not be responsible for any loss of Award-related documents and payments.
- 参与评比的企业没有破产记录。  
Participating enterprises must not be in receivership.
- 参与评比的企业应使本次奖项的组委会及评委免于第三人或企业或公司的侵犯, 以及避免自身违反奖项的评比规则及所造成的损失。  
Participating enterprises shall indemnify the Award Organizing Committee and Judging Committee against all liabilities to any person, firm or company and against all loss arising from a breach of the Award's rules and regulations by the participating enterprises.
- 提交材料之后, 便视为参与企业同意本次奖项的评比规则。若不遵守规则, 本次奖项的组委会及评委将有权拒绝其参与评比甚至拒绝企业的奖项申请, 参与企业不得异议。  
By submitting the entry, the participating enterprises agree to the award's rules and regulations. Failure to comply with the rules and regulations shall entitle the Award Organizing Committee and Judging Committee to reject or disqualify the entry.
- 本次奖项的组委会有权保留直接或间接使用参与企业的品牌名称, 从而达到推广或宣传目的的权利。  
The Award Organizing Committee reserves the right to use and amend the participating enterprise's brand/name for all promotional/publicity purposes either directly or indirectly.

申请 / 提名表  
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- 本次奖项的组委会及评委所作出的表决是最终的决定和具有约束力的。  
The decision of the Award Organizing and Judging Committees shall be final and binding.
- 经本次奖项的组委会批准，获胜者有权使用标识和奖杯作为推广或宣传的工具，只要其确保以正确与合理的方式来使用。  
The Winners shall be entitled to use the logos and trophies for promotional and publicity purposes on condition that they are represented in the correct manner and subject to the approval of the Award Organizing Committee.
- 所有的获胜企业如果被通知最终入围名单，须无条件接受主办当局所设立的奖项 配套。杰出企业需支付 S\$12,988，优秀企业需支付 S\$5,988。即使获胜者得知入围 后而临时决定退出，也必须按奖项配套要求支付全数款额。  
All Winners will be required to take up the Award Package of S\$5,988 for Promising Enterprise or S\$12,988 for Prominent Enterprise once they have been notified as Winners. The Award Package is chargeable even if the Enterprise decides to withdraw from the Award upon notification and announcement of its Winner's status.

递交资料 **SUBMISSION**

所有文件及款项应递送到 All documents and payments should be sent to:

奖项筹备委员会 **Award Organizing Committee**

Blk 1, Joo Chiat Road  
#05-1019 Joo Chiat Complex  
Singapore 420001

电话 Tel: **67414670**  
传真 Fax: **62973945**  
电邮 Email: **enquiry@fmas.org.sg**

请注意事项：递交所有文件资料及款项将在 **2016 年 8 月 1 号(星期一)**中午十二点前截止。

**Please Note:** The closing date for the submission before **12noon on 1st August 2016 (Monday)**.