

Emerge Stronger Together
Enabled by Innovation
共创新程，越战越勇



新加坡邻里
企业之星
Singapore Heartland
Enterprise Star Award
—2021—

新加坡全国商联总会与《联合晚报》联办



共创新程，越战越勇

Emerge Stronger Together Enabled by Innovation

2014年，新加坡邻里企业之星奖创办之初，是为了肯定拥有特出表现的邻里企业。随着时间的推移，新时代经济转型带给中小型企业压力，同时也带来动力。如今，这个奖项不仅仅是在于挖掘表现良好的邻里企业，同时更肩负着带动邻里企业迈开转型脚步的使命。

积累了五年的办奖经验之后，今年是冠病疫情暴发以来，新加坡全国商联总会所举办的第一个新加坡邻里企业之星奖。在2021年奖项中，初创以来的七个组别保持不变：最佳顾客服务奖、最佳视觉营销奖、最佳营销奖、最具特许经营潜力奖、最佳创意奖、经典企业奖、卓越企业奖。此外还有名人榜。

上述组别的奖项都服务于一个主题，那就是“共创新程，越战越勇”。联办机构希望，经由奖项的颁发，能够协助更多有想法、有干劲的企业脱颖而出，以他们为先锋，由此带动其他企业，从而携手创造活力四射的邻里。

这是一个企业竞争的时代，更是一个新常态下企业转型的时代。参加新加坡邻里企业之星奖，让您看清楚自己的企业在大时代中的定位。

Singapore Heartland Star Award (SHESA) was launched in 2014 with the objective of recognising heartland businesses with outstanding performances. The current economic situation brings pressure to SMEs and at the same time pushes and motivates them to strive harder. Today, this award is not just about recognising excellent heartland enterprises, it also encourages heartland enterprises to take on challenges, transform and emerge stronger.

The Federation of Merchants' Associations, Singapore, has organised SHESA for five successful years and this is the first hybrid version of SHESA to be held for winners in-person and for audience virtually since the outbreak of COVID-19. SHESA 2021 continues to adopt a practical award classification to suit heartland businesses. The seven award categories, since its inception, remain unchanged: Best Customer Service, Best Visual Merchandising, Best Marketer, Most Franchisable, Most Innovative, Heritage and Luminary. The Hall of Fame will also continue to acknowledge businesses with consistent effort and participation in excellence.

The above awards serve a common theme of "Emerge Stronger Together Enabled by Innovation". The organisers hope that through the award recognition, companies will be motivated to be more creative, to upgrade and differentiate themselves and all these will eventually lead to a vibrant heartland community.

Competition is ever-present and increasing, especially under the current new norm situation, there is an even greater need for transformation. Participate in the SHESA and be challenged to bring your business to greater heights.



**新加坡全国
商联总会会长**
President of The Federation
of Merchants' Associations,
Singapore

杨向明 BBM
Mr Yeo Hiang Meng BBM

2021年，新加坡邻里企业之星奖进入一个历史的转折点，因为这是自冠病疫情暴发以来，新加坡全国商联总会所举办的第一个新加坡邻里企业之星奖。

2014年创办这个奖项的时候，目的在于鼓励与赏识新加坡的中小型企业，这个初衷至今仍然没有更改。新加坡邻里企业有许多值得挖掘的故事，有许多值得学习的地方。通过这个奖项的设立，我们要把更多中小型企业的品牌介绍给国人甚至世人。

是金子的话，光芒就不会被掩盖。今年的奖项主题就是“共创新程，越战越勇”。这是联办机构对奖项参赛者的期待，希望新加坡中小型企业抓紧这个机会参赛，前来接受考验与评鉴，让自身的企业实力与活力展现在世人的面前。

The Singapore Heartland Enterprise Star Award (SHESA) enters a historical turning point in 2021. This is the first SHESA organised by The Federation of Merchants' Associations, Singapore, since the outbreak of COVID-19.

Since the award was first inaugurated in 2014, it has continually aimed to recognize and encourage promising small and medium enterprises (SMEs). From the success stories of these Singapore heartland businesses, there is much to share, learn and amplify. Through this award, we want to bring recognition to innovative SME brands, showcase them to Singaporeans and possibly internationally.

The theme of this year's award is "Emerge Stronger Together Enabled by Innovation". The organisers hope that SMEs will seize this opportunity to participate, showcase their innovative strengths and share their experiences of how they have emerged stronger.



《联合早报》及
《联合晚报》总编辑
Editor of *Lianhe Zaobao*
and *Lianhe Wanbao*

吴新迪
Mr Goh Sin Teck

2014年，当新加坡全国商联总会决定主办新加坡邻里企业之星奖时，《联合晚报》义不容辞地扮演协办机构的角色。随着时日的推移，《联合晚报》在这个奖项中扮演的角色更为积极，几年前已经是奖项的联办机构之一。

作为新加坡华文媒体之一，《联合晚报》的主要服务对象之一是新加坡邻里企业商家。新加坡邻里企业之星奖与新加坡的邻里企业息息相关，而新加坡的邻里企业又与新加坡广大居民休戚相关，《联合晚报》对新加坡邻里企业之星奖的关注与参与，就是基于这个层面的理由。在冠病疫情的新常态下，希望新加坡邻里企业商家们踊跃报名，展现自身实力，让这个领域的企业再现活力。

In 2014, when The Federation of Merchants' Associations, Singapore (FMAS) decided to host the Singapore Heartland Enterprise Star Award (SHESA), *Lianhe Wanbao* was honoured to play the role of co-organiser. As time went by, *Lianhe Wanbao* played a more active role in this award.

As a Chinese evening newspaper, one of our main target audiences is the Singapore's heartland businesses. SHESA is closely related to Singapore's heartland businesses, and the latter are closely related to Singapore's heartlanders. This is the basis for *Lianhe Wanbao's* participation in SHESA. I hope that Singapore's heartland businesses will sign up for this award to show their strength and uniqueness, especially under the new norm situation.



**新加坡邻里企业
之星奖工委主席**
Chairman of Organising
Committee of Singapore
Heartland Enterprise
Star Award 2021

谢赛英
Mdm Chia Sai Im

新加坡邻里企业之星奖今年已迈入第六届。冠病疫情改变了邻里企业的经营与销售模式，在新常态下，邻里企业需要与各区商联会、政府的政策宣导和社会各阶层并肩作战，砥砺前行，积极创新和转型，以取得卓越成就，创造本地品牌。

新加坡邻里企业之星奖有助于邻里企业提高知名度，拓展业务版图，让品牌登上更大的舞台，绽放耀眼光芒。我们希望新加坡邻里商家踊跃参与，展现自身实力，通过友好的竞争和互动，找到借鉴的榜样与力量。

感谢新加坡政府机构、联办机构《联合晚报》团队、邻里企业商家们、合作伙伴、奖项筹委会团队过去多年来对这个奖项的大力支持，让新加坡邻里企业商家们有多一个机会发出他们的声音，展现他们的光芒。

This is the 6th edition of the Singapore Heartland Enterprise Star Award (SHESA). COVID-19 has pushed heartland enterprises to change their business models. In order to move forward under the new normal, heartland merchants worked tirelessly with their precinct merchants' association, government agencies and partners. They actively innovated and transformed; developing themselves as local brands.

SHESA helps these heartland enterprises to increase their visibility and allow their brands to shine on a larger stage. We urge Singapore's heartland merchants to actively participate in this award to show their strength and showcase how they have been powered by innovation.

Special thanks to the supporting government agencies, the award's co-organiser *Lianhe Wanbao*, heartland businesses, working partners and the organising committee members for their unwavering support for this award over the years, to promote Singapore's heartland businesses providing them with another opportunity to make their voices heard and their achievements seen.

奖项类别 Award Categories



新加坡邻里 企业之星 Singapore Heartland Enterprise Star Award —2021—

名人榜 HALL OF FAME

邻里企业之星名人榜宗旨在鼓励那些持续借由参加邻里企业之星而提升自己商业能力的企业。只要参加过3届新加坡邻里企业之星奖的企业，将在第3次参赛时归纳入名人榜。

The Hall of Fame recognises enterprises' efforts in consistently challenging themselves to excel in the Singapore Heartland Enterprise Star Award. Enterprises that have participated in a total of 3 editions of SHESA will be inducted into the Hall of Fame.

经典企业 HEARTLAND HERITAGE

专业、传统和传承

本奖颁发给经营超过25年，对保留与传承经典工艺或产品作出巨大贡献的邻里企业。获奖者是行内专家，有强烈意愿将“独门绝技”传授给新加坡下一代，期许他们发扬光大。

Expertise, Heritage and Conservation

This award recognises the heartland enterprise who has contributed significantly to conserving a legacy in Singapore for more than 25 years. The winner is an expert in the trade who has a strong desire to pass it on to the next generation of Singaporeans.

受邀企业
By Invitation
Only

卓越企业 LUMINARY

整体卓越、深具影响力的邻里领导典范获得社区尊重、社会贡献显著。本奖颁发给特许经营、客户服务、视觉营销和营销创新各方面都优秀的企业。本奖关键在于企业的邻里领导和经济作用与影响力，并且对社会做出贡献，获得社区的爱戴和尊重。

Overall Excellence, Heartland Leadership and Influence, Community Respect and Social Contribution

This award honours enterprises that have excelled in franchising, customer service, visual merchandising, marketing and innovation. Essential to this award are the enterprises' leadership role, economic impact and influence in the heartlands, as well as demonstrated social contribution to the community and have gained love and respect.

受邀企业
By Invitation
Only

优秀企业奖项 Promising Enterprise Award Categories

最佳视觉营销 BEST VISUAL MERCHANDISING

布置、设计、创意和生产力

本奖项发给具有最佳店面设计和布置的邻里企业，成为优胜者的关键，是拥有最优化的店面布置、最佳空间使用，以及创意夺目的视觉营销技巧。

Layout, Design, Creativity and Productivity

This award gives due recognition to the heartland enterprise with the best store design and layout in Singapore. The winner is selected for its most optimal store layout, best space productivity, and creative visual merchandising skills.

最佳顾客服务 BEST CUSTOMER SERVICE

个人化服务、问题解决和顾客导向

本奖颁发给提供最佳顾客服务的邻里企业，肯定获奖者与顾客保持良好关系的能力。让企业突围而出的关键是它能预期顾客需要，以及诚恳帮助顾客解决问题的能力。

Personalised Service, Problem-Solving and People-Oriented

This award is given to the heartland enterprise in Singapore with the best customer service. The winner is recognised for its ability to maintain an excellent customer relationship. What sets this enterprise apart from others is its ability to anticipate customers' needs, and its sincerity in helping customers solve their problems.

最具特许经营潜力 MOST FRANCHISABLE

复制与拓展成功模式的潜能、机会和可持续性

本奖项发给最具拓展潜能的邻里企业，它的经营模式可复制与拓展。胜出的企业，具备精心构建的商业模式、受顾客肯定的产品和服务，以及杰出的知识产权。

Opportunity, Scalability and Sustainability

This award rewards the most franchisable heartland enterprise in Singapore for its scalable and replicable business model. It also applauds the winning franchisor for its well-thought-out business model and outstanding intellectual property.

最佳创意 MOST INNOVATIVE

差异化、创新和行业领先者优势

本奖颁发给最有创意的邻里企业，它拥有卓越的新颖及创意商业概念。获奖者应最早进入该行业，想出创意商业概念、填补市场空缺，在经营上与竞争对手有着显著区别。

Differentiation, Innovation and First-Mover Advantage

This award honours the most innovative heartland enterprise in Singapore, for its exceptionally fresh and creative business concept. This enterprise is singled out for being a first mover in its industry to emerge with an innovative business concept and to fill a market gap, distinctly differentiating itself from its competitors.

最佳营销 BEST MARKETER

与顾客互动、沟通和塑造品牌

本奖颁发给具有出色沟通技巧，并获得最佳营销绩效的邻里企业。它有能力吸引顾客参与营销活动，对产品进行有效讲解和售卖，实现销售目标，并且从品牌理念的基础上展现独特面貌，从而建立强而有力的品牌形象。

Customer Engagement, Communication and Brand Efforts

This award rewards the heartland enterprise for being a great communicator and one of the best marketers in Singapore. The winner is acknowledged for its ability to create engaging and effective campaigns, fulfil sales targets, and establish a strong brand presence through a distinct look that stems from its brand philosophy.

评估和评审过程 Assessment and Judging Process

每名申请者将经过的评审过程如下:

Each applicant will undergo the judging process as follows:



入选标准

本奖项公开给所有的邻里企业经营者，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。

所有申请者必须:

- 位于邻里社区内营运的店铺 (非购物中心)
- 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
- 为邻里企业经营者提供服务/产品的商家

奖项配套

所有获奖者必须无条件接受主办当局所设立的奖项配:

- 优秀企业奖组别: \$2,688
- 卓越企业奖组别: \$5,188

详细的奖项配套包括:

- 刊登在《联合晚报》报章上
- 刊载在《联合晚报》网站上
- 刊载在新加坡全国商联总会的网站和社交媒体上
- 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 (一个席位)
- 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会员一年
- 免费商务工作坊

附带条款

1. 申请者在提交申请表格时，必须缴付报名费\$100，恕不退还。
2. 所有获奖者必须在接受《联合晚报》采访之前，缴付奖项配套款额的100%。

Qualifying Criteria

This award is open to all heartland operators, enterprises operating in shop-houses, HDB managed malls and neighbourhood retail outlets. It is also open to businesses who service the heartland neighbourhood operators.

All applicants must:

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

Award Package

All winners will be required to take up the award package:

- Promising Enterprise Award Category: \$2,688
- Luminary Enterprise Award Category: \$5,188

Details of award package include:

- Publicity in *Lianhe Wanbao*
- Feature on *Lianhe Wanbao's* website
- Feature on FMAS's website and social media
- One Award Trophy
- One Award Certificate
- Award Commemorative Book
- One seat at the Award Presentation Ceremony
- One CD of photographs taken during the Award Presentation Ceremony
- One-year free FMAS membership for non-member
- Complimentary Business Workshop

Terms & Conditions

1. Upon submission of application form, participants are required to pay a non-refundable registration fee of \$100. The registration fee is included in the award package.
2. All winners are required to make 100% payment of the award package before the media interview conducted by *Lianhe Wanbao*.

主办单位:
Organiser:



新加坡全國商聯總會
THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

联办单位:
Co-organiser:



赞助商:
Sponsors:



支持部门:
Supporting
Agencies:



支持伙伴:
Supporting
Partners:



LOUKEN



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

奖项筹备委员会 Award Organising Committee

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

电话 Tel : 6741 4670 / 6745 0977
电邮 Email: enquiry@fmas.org.sg

截止日期: 2021年10月29日
Closing date: 29 October 2021

支票付予 Cheques should be made payable to: **TFMAS**
或汇款到 Or bank transfer to **DBS** account number: **0180101750**
或支付到 Or paynow to: **S89550010A**

