

申请表格

Application Form

## 新加坡邻里企业之星奖 2021

### SINGAPORE HEARTLAND ENTERPRISE STAR AWARD 2021

公司名称 Company Name:		经营的品牌名称: Brand Name:	
公司寄交地址 Business Mailing Address:			
网站 Website:			
电话 Tel:		手机 Mobile:	
传真 Fax:		电子邮件 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:	邻里社区(非购物中心)的店面数目 Number of outlets in neighbourhood centres (non-mall):	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:			
请简要描述您经营的生意、产品或服务 Describe your business, products or services:			
营业额(根据最新的财务纪录) Sales Turnover (Based on latest financial record):			

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须由老板、营运总监、经理 或同等级别的管理人员填写上述内容。

**To be completed by the Managing Director, Owner or equivalent.**

综合实际的生意状况，请在另一页纸上以每项不超过 300 个字加以阐述以下 5 个项目在申请表格 Annex A  
Describe in not more than 300 words what your business has done or achieved in each of the 5 categories listed below in Annex A.

顾客服务 Customer Service	市场营销 Marketing
创意 Innovation	视觉营销 Visual Merchandising
利于复制的生意模式 Scalable & Replicable Business Model	

#### 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%。

#### 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*.

我了解表格所提供的信息并仅用于“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。我尊重并同意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.

签署人姓名/公司印章

Name of Signatory/Company Stamp

签名/日期

Signature/Date

## 入选标准 QUALIFYING CRITERIA

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。

- 优秀企业奖组别：拥有 1 至 4 间店面
- 卓越企业奖组别：5 间及以上的店面

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.

This year, we have:

- Promising Enterprise Award Category: With 1 to 4 establishments
- Luminary Enterprise Award Category: With 5 establishments and above

新加坡邻里企业之星奖入选类别说明：

### SHESA Category/Award Definition:

#### 入选优秀企业组别的条件：

申请者必须拥有少于 5 间本地店面（包括自营店和特许经营店），且年度销售营业额不超过五百万新币（以最新财务年度记录为准）

#### To qualify under Promising Enterprise Award Category:

Applicant must have less than 5 local outlets (including both self-owned and franchisee) and not more than SGD \$5million (SGD \$5,000,000) annual sales turnover (Based on latest financial year record)

#### 入选卓越企业奖组别的条件：

申请者必须拥有至少 5 间店面（包括自营店和特许经营店）或年度销售营业额超过五百万新币（以最新财务年度记录为准）

#### To qualify for Luminary Enterprise Award Category:

Min 5 outlets (including both self-owned and franchisee) or more than SGD \$5 million (SGD \$5,000,000) annual sales turnover (Based on latest financial year record)

**注：**即使拥有少于 5 间店面，凡是年度销售营业额超过五百万新币的企业将自动入选“卓越企业奖类别”。此举是为了确保各项类别中参选的企业规模和架构较为相似。

**NOTE:** Enterprise with over SGD \$5 million annual sales turnover will automatically be placed in the "Luminary Enterprise Award Category" even if they have less than 5 outlets. This is to ensure that enterprises in the various categories are more comparable in both size and structure.

#### 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

#### 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

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#### 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
- 培信管理咨询有限公司 PERUN CONSULTANTS 提供的免费商务工作坊（细节与价值一旦确定就会公布）
- 新加坡零售管理学院 Singapore Institute of Retail Studies 提供的免费商务工作坊（细节与价值一旦确定就会公布）
- 有机会参加企业发展局和媒体资讯发展局与点点客合作的一项计划。这个计划是通过微信平台创建新加坡全球购平台。（细节一旦确定就会公布）

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-year free FMAS membership for non-member
- Complimentary Business Workshop by Perun Consultants
- Complimentary Business Workshop by Singapore Institute of Retail Studies
- Opportunity to join the Singapore Pavilion (WeChat Marketing) managed by Dodoca

**付款方式：**所有获奖者必须在《联合晚报》刊登与他们有关的新闻报导之前，缴付奖项配套款额。

Payment Term: Full payment of the award package must be paid to FMAS before the media interview conducted by *Lianhe Wanbao*.

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提交资料清单 SUBMISSION CHECKLIST

在提交前，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 6 month)
4. 报名费\$100 包含在奖项配套 (Registration fee of \$100 is included in the award package)

任何查询，请致电: **6741 4670** 或 电邮: [enquiry@fmas.org.sg](mailto:enquiry@fmas.org.sg)

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

新加坡全国商联总会与《联合晚报》联办 This award is co-organised by FMAS and *Lianhe Wanbao*.

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

## 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 are submitted to the Award Organising Committee before closing date.
- 所有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 used for judging purposes 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 Organising 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 Organising Committee and Judging Committee against all liabilities to any person, firm or company and against all losses 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, 参与的企业不得异议。  
By submitting the application, the participating enterprises agree to the award's rules and regulations. Failure to comply with any of the rules and regulations shall grant the Award Organising Committee and Judging Committee the full rights 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 Organising Committee reserves the right to use and amend the participating enterprises' brands/names for all promotional/publicity purposes either directly or indirectly.
- 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 Organising and Judging Committees shall be final and binding.

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- 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 Organising 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。卓越企业奖需支付 S\$5,188，优秀企业组别需支付 S\$2,688。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\$2,688 for Promising Enterprise Awards category or S\$5,188 for Luminary Award 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.

### 提交资料 SUBMISSION

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 Road

#05-1019 Joo Chiat Complex

Singapore 420001

电话 Tel : 6741 4670 / 6745 0977

电邮 Email: [enquiry@fmas.org.sg](mailto:enquiry@fmas.org.sg)

#### 支票付予: TFMAS

Cheques should be made payable to: TFMAS

#### 或汇款到: DBS 0180101750

or bank transfer to DBS account number 0180101750

#### PayNow 支付到: S89SS0010A

or PayNow to: S89SS0010A



**注意事项:** 递交所有文件资料及款项的截止日期是**2021年9月30日**。

**Please Note:** The closing date for the submission is **30<sup>th</sup> September 2021**.

## 新加坡邻里企业之星奖 2021

### SINGAPORE HEARTLAND ENTERPRISE STAR AWARD 2021

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

顾客服务 Customer Service	市场营销 Marketing
创意 Innovation	视觉营销 Visual Merchandising
利于复制的生意模式 Scalable & Replicable Business Model	