

JUDGING CRITERIA

Companies will be grouped into SME category and Large Enterprise category. The two (2) groups will be assessed based on the following criteria for their Sustainable Growth.

Criteria	
Quantitative	
Demonstrated a growth over the last 5 years in areas such as Revenue and/or Profit (To provide a Self-Declaration <u>OR</u> certified-true copy of audited accounts (FY2013 - 2017))	
Qualitative	
Sustainable Growth	Outline how the company has achieved sustained business growth over the last 5 years
Market Challenges	Outline how the company's business strategy has managed/ adapted to challenging/ changing market conditions to remain sustainable in the long term
Strategic Plans	Outline the plans in at least two (2) of the following areas that the Company had put in place to achieve sustained business growth in the long term: <ul style="list-style-type: none"> ● Growth capability ● Market share ● Brand building ● Allocation of resources ● Capital expenditure and R&D investment ● Cost of production ● People management and leadership renewal/ continuity ● Environmentally-friendly technologies and business practices
Customers' Needs	Outline how the company has addressed its customers' needs