



APGCA

Asia Pacific
Golden Crown Awards

亚洲太平洋皇冠金奖

2018 - 2019

Nomination Form 提名表格

提升品牌
横跨全球

**GROW BRANDING
GO GLOBAL**

1. SUBMISSION OF NOMINATION / 递交提名表格

Please send the completed nomination form and the required supporting documents to
请填写好表格附上必须文件至以下地址:

ASIA PACIFIC GOLDEN CROWN AWARDS 2018 - 2019 NOMINATIONS SECRETARIAT
Asia Pacific Golden Crown Awards Independent Auditor

WILLIAM C. H. TAN & ASSOCIATES
CHARTERED ACCOUNTANTS (AF 0743)
No. 79, 1st - 2nd Floor, Jalan SS21/60,
Damansara Utama, 47400 Petaling Jaya,
Selangor Darul Ehsan, Malaysia
Tel : +603-7728 4778
Fax: +603-7726 6182

Email : audit@wta.com.my
Website: www.wta.com.my

2. PARTICULARS OF NOMINEE / 被提名者资料

Preferred Award Category / 首选奖项类别 : _____

Company Name / 公司名称 : _____

Business Address / 商业地址 : _____

Mobile Phone No / 手机号码 : _____

Telephone No / 电话号码 : _____

Fax No / 传真号码 : _____

E-mail / 网址 : _____

Company Registration No. / 公司注册号码 : _____

Date of Incorporation / 注册日期 : _____

Name of CEO/MD / 首席执行官/董事经理姓名 : _____

3. BUSINESS INFORMATION OF NOMINEE / 被提名者公司资料

Nominations will be judged on the following five (5) Sections A - E.

For each section, elaborate in not more than 250 words the information required where applicable. Please attached separate sheets if you have more information or if the space provided is insufficient. You may attach relevant documents to support your description.

评委将根据被提名者所提供资料即A至E 5个部份评分。

每个部份，如有需要以不超过250字填写。您可附上资料或另加纸张来支持您的论点。

➤ A. COMPANY AND BUSINESS / 公司与业务

Provide a description of your company and business. Eg. history, industry, core business, unique strengths, market positioning, milestones, awards and accolades received.

描述您的公司和业务，如历史、核心业务、独特优势、市场地位、里程碑、曾经荣获之奖项及荣誉等。

1. Describe the history of your company, for eg when started, who started the business, what was the source idea for starting business, degree of difficulty in starting business, financial risks, etc

记述公司历史，何时开始，由谁创业，理念的来源和创业曾经面对的困难如融资及风险等

4. CONTACT PERSON FOR VERIFICATION PURPOSES / 联系人 (如需确认或验证)

Name / 姓名 : _____
 Designation / 职位 : _____
 Contact No / 联系号码 : _____

5. DECLARATION / 申报单宣言

(To be completed by the CEO/MD/Financial Controller or equivalent)

I declare that the facts stated in this nomination form together with the accompanying details are true and correct and have satisfy the eligibility criteria.

I agree to:

- Provide my company's audited statements and other relevant information as required for my nomination and allow the organiser to retain them;
- Abide by the requirements of the nomination;
- Abide by the decisions of the judges which will be deemed conclusive and final;

All nominations are subject to non-refundable fee of RM800.00 or USD200.00 for international applicant, made payable to the "SKLSBA" or Selangor & Kuala Lumpur Stationers & Booksellers Association. Bank account number CIMB 8001495205 which will then be used for expenses incurred for audit, site visits, moderation and final judging.

Deadline: 31 August 2018

(必须由总裁/董事经理或财务总监申报)

我本人在此声明，这份提名表格及全部附上文件及资料都正确无误而且符合申请标准。根据提名审核需要，也同意提供公司，经审计的财务报表及其他相关资料，由主办当局审计公司保管。我将会遵守主办当局一切规则，遵守评委的决定是最终的决定。

每个被提名者必须缴交马币800令吉 (RM800.00) 或国际组申请者200美元 (USD200.00) (恕不退还)。必须以划线支票抬头: "SKLSBA" 或 Selangor & Kuala Lumpur Stationers & Booksellers Association. 银行账号 CIMB 8001495205。所有提名费用将作为审核、造访、面试、以及评委费用。

截止日期: 8月31日2018年

Name / 姓名 : _____
 Designation / 职位 : _____
 Signature / 签名 : _____
 Date / 日期 : _____

Company Stamp / 公司盖章 : _____

6. NOMINATOR / 提名者

Nominated by / 提名者 : _____

Approving Name & Signature / 核准人名称及签名 : _____

Association/Professional Body stamp / 公会/或协会盖章 : _____

Estimated Investments 预计投资	(%Turnover)(营业额%)		(%Turnover)(营业额%)
Brand Development 品牌发展		IT 信息技术投入	
Human Resources 人力资源		R&D 研究与开发	
Training 培训		New Market Development 开发新市场发展	
Product Development 产品开发		Others: 其他:	

2. You may also provide any other information that is relevant and useful to our processing such as:

您也可以附上其他对您提名有帮助的相关资料:

- a) **Non-recurring income or expenses such as insurance claims, gain/loss on sale of investments, retrenchment benefits**
非经常性收益项目或支出, 如保险索赔、投资盈利或亏损、裁员福利等
- b) **List of non-business related assets and liabilities stated in the audited accounts and their corresponding income and expenses**
非业务相关的资产/负资产清单, 在您的审核账目中相关的收入及支出

Non-Recurring Income 偶生收益/非经常性收益项目

List Of Non-Business Related Assets And Liabilities 非业务相关的资产/负资产清单

2. Which sector of the industry do you operate in? Please tick where appropriate 您的生意是在哪一个类型? 请打勾

- Manufacturing 制造业
- Exporter 出口商
- Distribution 经销商
- Retail 零售
- Wholesale 批发
- Others, Please specify 其它, 请明确说明 _____

3. Please list the milestones in your company 公司达到的里程碑

4. What are the Awards or accolades have you received? 曾经荣获的奖项或荣誉

➤ B. MANAGEMENT PHILOSOPHIES 管理哲学

Describe your management philosophies such as core values, strategies for growth, vision and mission, culture, key management team and new initiatives embarked on.

记述您企业的管理哲学, 如核心价值、成长策略、远景及使命、文化、主要管理团队、新举措等。

1. Please provide your mission and vision statement, if any. 请列出远景及使命声明, 如有

2. Company core values, Please elaborate. 公司的核心价值, 请说明.

3. Where do you see your business to be in 5 years' time? 您的公司在未来5年内的定位是

4. How do you plan to grow your business to reach its goals in 5 years' time? 您将如何计划在5年内达到指标

5. Please tick some of the new initiatives your company has embarked on. 请选出那些您公司将会进行的新举措

- Branding 品牌
- New Processes 新举措
- Marketing 营销策略
- Manufacturing/Distribution 制造/分销
- Others. Please elaborate 其它, 请说明

6. Please provide a simple organisation or management chart. (attached sheet) 请提供组织管理架构图 (请另附纸说明)

➤ C. PRODUCTS/SERVICES AND MARKETS 产品/服务/市场

Provide a description of your products/services and markets. Eg. product range, market size, market share, market development, overseas representation, distribution channels, pricing strategy, patents, trademarks, branding, customer relations, etc

请提供或形容关于产品/服务/市场，如产品的种类、市场份额、市场发展、国外代理、分销渠道、价格策略、专利、商品品牌及客户关系的建立等。

1. Describe your core business, products/services and their range. 请写出公司核心业务，产品/服务及种类

2. If for export, where do you export to? Please tick where applicable 若有出口，出口到哪些国家？请打勾

- | | | |
|--------------------------------------|-----------------------------------------|------------------------------------------|
| <input type="checkbox"/> Asia 亚洲 | <input type="checkbox"/> Europe 欧洲 | <input type="checkbox"/> Australia 澳洲 |
| <input type="checkbox"/> America 美洲 | <input type="checkbox"/> Middle-East 中东 | <input type="checkbox"/> New Zealand 新西兰 |
| <input type="checkbox"/> Others 其它国家 | | |

3. Who is your target market? 谁是您的主要或目标市场?

4. Which market segment are your products/services designed for? Please tick where applicable

您的产品/服务细分市场分布, 请打勾

- | | |
|--------------------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Mass Market (Bottom or Middle End) 大众市场 (中或下层次) | <input type="checkbox"/> Specialty Market (High End) 特殊的市场 (高级) |
| <input type="checkbox"/> Niche Market 利基市场 | <input type="checkbox"/> Others (please specify) 其它 (请说明) _____ |

5. What is/are your distribution channels? (Please tick where applicable) 您的分销渠道, 请打勾

- | | |
|-----------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Direct Selling 直销 | <input type="checkbox"/> Distributors 分销商 |
| <input type="checkbox"/> Multi-Level Marketing 多层次营销 | <input type="checkbox"/> E-Commerce (Internet) 电子商务 (互联网) |
| <input type="checkbox"/> Others, please elaborate 其他, 请写明 _____ | |

6. Do you have any registered patents or trademarks? 您是否有注册商标或专利?

7. Do you manufacture under your own brand name or under an international brand name? (Please name the brand)

您是否有生产自己的品牌产品, 或应用国际品牌产品? 请写出商标

8. Do you have a design team to design own products? If yes, please elaborate

您是否有设计团队, 设计自家产品? 请说明

➤ D. OPERATIONS AND TECHNOLOGY 操作和技术

Describe your operations and technology used in the business (such as accreditations ISO, adoption of ICT, research and development, process efficiency, etc)

描述您生意上操作和技术所应用的，如ISO认证、信息与科技应用、研究与开发、流程效率等。

1. What accreditations have you received? 您有得到什么认证/纪录吗?

2. Describe ways in which your company has made innovations which have directly contributed to your company's success. 请描述您的公司所应用的革新创意，并直接为公司带来的成就。

3. In which areas have your company adopted information and communication technology (ICT). Please tick where applicable. 您公司在哪一方面或领域应用信息通讯技术，请打勾

- | | |
|---------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Customer Relations Management 客户关系管理 | <input type="checkbox"/> Office Automation 办公自动化 |
| <input type="checkbox"/> E-Commerce Enabled 电子商务 | <input type="checkbox"/> Accounting System 会计系统 |
| <input type="checkbox"/> Web-Presence 网络 | <input type="checkbox"/> HR/Payroll System 人力资源/薪资 |
| <input type="checkbox"/> Business Intelligence 商业智能 | <input type="checkbox"/> Local or Wide Area Network 区域网络 |
| <input type="checkbox"/> Others, please elaborate 其他，请说明 | |

4. Do you invest in Research and Development? 您有投资在研究与开发吗? Yes 有 No 没有
 If yes, how is the R&D conducted? 如有研究与开发是如何进行? In-house 内部 Outsourced 外包

5. What percentage of turnover is spent on research and development? 从您的营业额，您应用多少%在于研发?
 _____ %

6. Does your company follow a standard operating procedures manual? 您的公司有根据标准操作流程手册吗?
 Yes 有 No 没有

➤ E. FINANCIAL PERFORMANCE 财务绩效

1. Please provide the key numbers for the past 3 years> (total sales, export sales, pre-tax profits, profit after tax, etc.) 请提呈过去3年业绩

		Year 1 (2015)	Year 2 (2016)	Year 3 (2017)
Total Sales/Turnover	总营业额			
Export Sales	出口			
Profit Before Tax	税前盈利			
Profit After Tax	税后盈利			
Borrowings At Year End	年底借贷额			
Number Of Employees	员工人数			
Share Holders Funds At Year End	年底股东基金			
Current Assets	流动资产			
Current Liabilities	流动负债			
Fixed Assets	固定资产			
Fixed Liabilities	固定负债			
Inventories	库存			
Cost Of Sales	销售成本			
Bad Debts + Provision For Bad Debts	呆帐/计提坏账准备			



Organised by:



雪兰莪暨吉隆坡文具书业公会
Selangor & Kuala Lumpur Stationers & Booksellers Association

ASIA PACIFIC GOLDEN CROWN AWARDS NOMINATIONS SECRETARIAT

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