

THE FURNITURE RETAILER AWARD

THE SINGAPORE FURNITURE INDUSTRY AWARDS 2010

DETAILS OF COMPANY

Name of Company: _____ (English)

_____ (Chinese)

Company Address: _____

Website: _____

Date of registration (DD/MM/YYYY): _____

Number of Employees: _____ (Local) _____ (Overseas)

Product Mix: Bedroom Children Components
 Dining Room Living Room Occasional
 Office Outdoor Others, please specify _____

Name of Contact Person: Dr / Mr / Mrs / Ms / Mdm _____

Designation: _____

Tel: _____ Fax: _____

Email: _____

FINANCIAL INFORMATION (IN S\$)

	Most Recent Audited Year-End	2nd Most Recent Audited Year-End
Financial Year-End (Day/Month/Year)	_____/_____/_____	_____/_____/_____
Paid up Capital	S\$ _____	S\$ _____
Gross Turnover	S\$ _____	S\$ _____
Operating Profit before Tax	S\$ _____	S\$ _____
Total Fixed Assets	S\$ _____	S\$ _____
Operating profit per employee	S\$ _____	S\$ _____
Percentage of Gross Turnover from Overseas Operations	_____ %	_____ %
Percentage of Payroll spent on Training	_____ %	_____ %
Percentage of Revenue spent on Research & Development (R&D)	_____ %	_____ %

(Please attach audited financial statements for the two most recent financial years)

DETAILS OF SHOWROOM(S)

Showroom	Location	Showroom Size (sq ft)	Commencement Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Please also include photograph of showrooms)

JUDGING CRITERIA

- Financial Growth or Consistency (30%)
- Leadership in Retail (23%)
- Market Leadership* (37%)
- Management Philosophy (10%)

ELIGIBILITY

- The Award is open to all Singapore registered companies in the furniture retail trade.
- The applicant need not be a member of the Singapore Furniture Industries Council.

APPLICATION

The nomination form must be duly completed, verified by the CEO/MD, and submitted together with the necessary supporting materials to:

Singapore Furniture Industries Council
 No. 62 Sungei Kadut Loop
 #04-19 International Furniture Centre
 Singapore 729507

Closing Date

Friday 30 July 2010, 5pm

* Examples of Market Leadership include Effectiveness of Advertising & Promotions, Branding, Long-term Development Strategies, Unique Selling Proposition, Innovations, Creativity, Concept & Strategies and Growth in market share.

NOTE

Incomplete/illegible submissions, false particulars or wilful suppression of material facts will render the application liable to disqualification, or if awarded, to revocation of the Award.

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AREAS OF EXCELLENCE

Please attach separate sheets of paper if space provided is insufficient.

1. What is your Company's vision & mission statement?

2. What is the most important management philosophy of your Company?

3. What is your Company's unique selling proposition that sets your business apart from the competition?

4. What innovations, creativity, concept and strategies have your Company undertaken that have contributed significantly to your Company's success in:

a. retail concept, products or services offered

b. growth in market share

5. Please elaborate on your Company's long-term development strategy.

6. Why do you think you deserve this award?

CHECKLIST

Before you send in your nomination, please check to ensure you have included the following items:

- ✓ Completed and signed Nomination Form.
- ✓ Audited statement of last 2 financial years.
- ✓ A photocopy of your latest ACRA business profile print-out certifying list of shareholders and nature of business.
- ✓ Supporting documents to illustrate why your Company deserves the Award.
- ✓ Any other relevant supporting materials, eg photographs of showrooms, recent publicity, relevant product information, brochures, letters of commendation, references, other awards or any material that may be helpful.

DECLARATION

To be completed only by the CEO/MD.

I declare that the facts stated in this application together with the accompanying information are accurate to the best of my knowledge. I agree:

- to provide relevant company information should the Organiser need to verify the data provided in the nomination form (upon request);
- to abide by the publicity schedules and guidelines stipulated by the Organiser in the run-up to and after the event.

Signature / Date

Company Stamp

Name of CEO/MD

Designation