



MALAYSIAN RUBBER EXPORT PROMOTION COUNCIL

MREPC INDUSTRY AWARDS 2018

Questionnaire for Best Marketer Award



Company's Name: _____

Contact Person's Name: _____ Designation: _____

Mobile Phone Number: _____ Email: _____

Questions for Best Marketer Award Category

All sections must be answered. The entry form must be completed and submitted to MREPC by 14 June 2018. Incomplete or late submission will be disqualified. Kindly answer questions in separate sheet of papers. Participants will permit MREPC and/or its representatives (subject to agreeable confidentiality undertakings) to inspect and audit the information provided in relations to the MREPC Industry Awards 2018 to ensure validity and accuracy of the information submitted.

1. Business Model (10%):

Explain the nature of your business or organization, highlighting core products. (Limit 200 words)

2. Financial Analysis (10%):

Provide your company's financial performance based on audited accounts from 2015-2017. Please highlight trends for turnover, gross and net profit. (Limit 200 words)

3. Marketing Activities (40%):

Describe marketing activities undertaken to promote your company's products for the past three years. Highlight on:

- Focus: What was the focus of the business and marketing activities? Was there any problem to be solved or situation to be addressed by your marketing programme? *[20% marks]*
- What objectives were established on the marketing programme? *[20% marks]*
- What was the strategy for achieving the objectives? What are the target markets and message positioning? *[20% marks]*
- What individual tasks and/or promotional tools were used, e.g., web, digital and social media, traditional media- print, radio, television, outdoor or direct mail, public relations, etc.? *[20% marks]*

(Limit 200 words)

Provide samples of marketing collaterals (i.e. print advertising, online ads, brochure, poster, etc.) that show the creative design being used. *[20% marks]*

4. Results of Marketing Activities (40%):

Explain and provide evidence on the impact and results of the marketing activities described earlier.

[60% marks]

Please fill up the two tables below. (Limit 200 words)

Year	Total Sales (RM)		New Export Destinations (Top 5)	New Product Marketed
	Domestic	International		
2015				
2016				
2017				

[20% marks]

Year	Marketing Activities		Total Marketing Expenditure (RM)
	No of Trade Shows Participated	No of Promotions Done (eg advertisements, videos, brochures, advertorials, etc)	
2015			
2016			
2017			

[20% marks]

The completed questionnaire must be put in a sealed envelope and delivered either by hand or courier **by 14 June 2018** to the following address:

**The MREPC Industry Awards 2018
(Special Award Category)**
Malaysian Rubber Export Promotion Council
Unit 36-02, Level 36, Q Sentral
2A, Jalan Stesen Sentral 2, 50470 Kuala Lumpur, Malaysia.

