




MALAYSIAN RUBBER EXPORT PROMOTION COUNCIL

MREPC INDUSTRY AWARDS 2018

Questionnaire for Most Innovative Award



Entry Deadline
Extended to
30 June 2018

Company's Name: _____

Contact Person's Name: _____ Designation: _____

Mobile Phone Number: _____ Email: _____

Questions for Most Innovative Award Category

*All sections must be answered except for question No 3, in which either question 3a or 3b apply as appropriate. 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, focusing on core products. (Limit 200 words)

2. Financial Analysis (10%):

Provide your company's financial performance over the last three financial years from 2015 – 2017, based on audited accounts. Please highlight turnover, gross and net profit. (Limit 200 words)

Answer either Question 3a or 3b.

3a. Product Innovation (70%):

Describe the most innovative and ground breaking features the company has implemented or is currently implementing to its products for the past three years (2015 – 2017). Highlight:

- i. Products most innovative features , *[10% marks]*
- ii. Initiatives to facilitate innovation and capacity building, *[10% marks]*
- iii. investment in new technologies *[10% marks]*
- iv. any international/company product certification/recognition received. *[10% marks]*

What has been the impact of the above product innovation in terms of:

- i. Percentage of net profit over turnover (provide data) *[20% marks]*
- ii. Value add to the product (for existing product improvement, indicate current vs new product value) *[10% marks]*
- iii. Market share (international) *[10% marks]*
- iv. Product quality *[10% marks]*
- v. Any other impact *[10% marks]*

(Limit 500 words)

3b. Process Innovation (70%):

Describe the most innovative and ground-breaking features the company has implemented in its manufacturing systems and processes for the past three years (2015 – 2017). Highlight:

- i. innovative features on the management or manufacturing system and processes [10% marks]
- ii. changes along the value chain: [10% marks]
 - communication [20% marks]
 - customer service [20% marks]
 - core process [20% marks]
 - logistics [20% marks]
 - any other relevant process [20% marks]
- iii. process innovation in relation to : [40% marks]
 - lead time [20% marks]
 - efficiency [20% marks]
 - productivity [20% marks]
 - quality (provide evidence of quality management systems, if available) [20% marks]
 - any other process innovation [20% marks]
- iv. investment in new process [10% marks]

What has been the impact of the above process innovation in terms of:

- i. Percentage of net profit over turnover [10% marks]
- ii. Product quality [10% marks]
- iii. Any other impact [10% marks]

(Limit 500 words)

4. Patents, Copyrights, Trademarks (10%):

Provide details of patents, copyrights or trademarks, if applicable (must be attached with supporting documents). If not applicable, please indicate reasons. (Limit 200 words)

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.

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