

## ENTRY CRITERIA

To qualify for entry into the FLA Award 2019, the participating Organisation or Individual (called the "Participant" henceforth) must take note and fulfil the following criteria:

### 1. Eligibility of Participant:

- a) The FLA Award is open to any Participant who is actively involved in the franchising and licensing business.
- b) The Participant must not be under receivership or involved in any law suits.
- c) The final eligibility of the Participant will be subjected to the discretion and approval of the FLA Awards 2019 Committee.

### 2. Award Proposals:

- a) Award proposal must be submitted in accordance to the Judging Criteria for the respective Award Categories.
- b) All Participants must sign the Non-Disclosure agreement with FLA before submitting the proposals.

### 3. Entry Criteria for Award Categories:

The Participant must meet the entry criteria for the respective Award Category :-

#### (I) FRANCHISOR CATEGORY

The Participant must have:

- Incorporated and registered the organisation in Singapore / home country\*
  - Engaged in franchising as a:-
    1. Franchisor with **at least 1 franchisee** or
    2. Master Franchisee that has appointed **at least 1 franchisee**
- a. PROMISING FRANCHISOR OF THE YEAR**
- Possess a track record of not more than 3 years in franchising
- b. FRANCHISOR OF THE YEAR**
- Possess a track record of at least 3 years in franchising
- c. INTERNATIONAL FRANCHISOR OF THE YEAR**
- Possess a track record of at least 3 years in franchising
  - Have a presence in at least 3 foreign markets
  - Have direct or indirect presence in Singapore

\*Applies only to the International Franchisor of the Year Award.

#### (II) LICENSOR CATEGORY

The Participant must have:

- Incorporated and registered the organisation in Singapore
- Engaged in franchising as a:-
  - 1) Franchisor with at least 1 licensee or
  - 2) Master Licensee that has appointed at least 1 licensee

**a. PROMISING FRANCHISOR OF THE YEAR**

- Possess a track record of **not more than 3 years** in licensing

**b. FRANCHISOR OF THE YEAR**

- Possess a track record of **at least 3 years** in licensing

#### (III) FRANCHISEE OF THE YEAR

The Participant must have:

- Incorporated and registered the organisation in Singapore
- Engaged in franchising as Franchisee with at least outlet
- Have at least **1 year of franchise experience**

#### (IV) ESTABLISHED FRANCHISOR AWARD

The Participant must have:

- Incorporated and registered the organisation in Singapore or based its headquarter in the home country
- Engaged in franchising as Franchisor or Master Franchisee with at least 2 markets
- More than 15 years of franchising experience
- No less than 30 operating outlets (self-owned & franchised) globally at the time of application
- An established franchise model by proof of contract, manual and related documents
- Have **at least 1 year of franchise experience**

#### (V) CUSTOMER SERVICE EXCELLENCE AWARD

The Participant must have:

- Incorporated and registered the organisation in Singapore.
- At least 5 customer testimonials or supporting documents of its internal customer feedback results on the exceptional customer service provided by the outlet.

#### (VI) SUSTAINABLE BUSINESS AWARD

The Participant must have:

- Incorporated and registered the company in Singapore.
- At least 5 customer testimonials or supporting documents of its internal customer feedback results on how the company has been sustaining in their operations and how they balance the costs and resource opportunities across three segments of people, profit and planet.

#### (VII) INNOVATION BUSINESS AWARD

The Participant must have:

- Incorporated and registered the company in Singapore.
- At least 5 customer testimonials or supporting documents of its internal customer feedback results on how the use of technology and innovation has contribute to your business success, the success of your franchisees, and people.

**PLEASE READ THE NOTES BELOW BEFORE COMPLETING THE PARTICIPATION FORM**

1. Before submission, please refer to the ENTRY CRITERIA at the back of the Participation Form to ensure that you fulfil the Entry Criteria to participate in the Awards before submission
2. All Award Submissions must reach the Award Secretariat by **Friday 2 August 2019**
3. Please send the completed Participation Form and supporting documents to:

**FLA AWARD 2019 SECRETARIAT**

9, Jurong Town Hall Road  
#03-16 Trade Association Hub  
Singapore 609431

**For more information, please contact the Award Secretariat at**

Tel: 6333 0292 / 3093

Email: awards@flasingapore.org

## SECTION 1: AWARD CATEGORIES

Please tick one ✓ (One form per award category). Please submit separate form for participation of more than one category

- |   |   |
|---|---|
| <input type="checkbox"/> Promising Franchisor of the Year     | <input type="checkbox"/> Promising Licensor of the Year |
| <input type="checkbox"/> Franchisor of the Year               | <input type="checkbox"/> Licensor of the Year           |
| <input type="checkbox"/> International Franchisor of the Year | <input type="checkbox"/> Customer Service Excellence    |
| <input type="checkbox"/> Established Franchisor Award         | <input type="checkbox"/> Sustainable Business Award     |
| <input type="checkbox"/> Franchisee of the Year               | <input type="checkbox"/> Innovation Business Award      |

## SECTION 2: FRANCHISE / LICENSE INFORMATION

Please ensure accurate spelling of the Franchise / License name as these will be used in all publicity materials

Name of the Franchise / License	
Business Registration / UEN No	
Start of Franchise / License System	(dd/mm/yy)
Presence in Overseas Markets Please elaborate / specify	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Yes in progress - sometime before 31 Dec 2019
Please indicate certificates or awards attained from FLA and other organisations (if any)	FLA:

Other relevant information	Self – Owned	Franchised / Licensed
Total number of outlets		
Total number of outlets overseas*		

\* The outlets must be reporting back to Singapore office

### SECTION 3: CORPORATE INFORMATION

Please ensure accurate spelling of the Franchise / License name as these will be used in all publicity materials

Name of Organisation	
Address  Postal Code (                      )	Tel
	Fax
Business Registration / UEN No	Website
Year of Incorporation	Country of Incorporation
Nature of Business	

### SECTION 4: INFORMATION ON THE MANAGEMENT TEAM

Please ensure accurate spelling of the Franchise / License name as these will be used in all publicity materials

#### CEO or Equivalent

Salutation	Dr / Mr / Ms / Mrs / Mdm / Others	
Name		
Designation		
Contact Tel	Office   DID	Mobile
Email address		

#### Team Member (Main Contact)

Salutation	Dr / Mr / Ms / Mrs / Mdm / Others	
Name		
Designation		
Contact Tel	Office   DID	Mobile
Email address		

#### Team Member (2nd Contact)

Salutation	Dr / Mr / Ms / Mrs / Mdm / Others	
Name		
Designation		
Contact Tel	Office   DID	Mobile
Email address		

### SECTION 5: DETAILS OF ORGANISATION / GROUP'S FINANCIALS + , \*

(Please delete accordingly)

	FY2016	FY2017	FY2018
<b>Revenue</b> Gross income – shown on the first line of the financial statements			
<b>Profits after Tax Profits</b> after the payment of income tax – measures expenses deductions from revenue including interest expenses, operating expenses and payment of tax			

+ FLA Singapore may accept alternative avenues of financial disclosures. Please contact Award Secretariat for more information

\* Not required for \_\_\_\_\_

## SECTION 6: SUBMISSION CHECKLIST

Please ensure all documents listed below are included in the Award Submissions

### 1. In Print (Hard Copy)

- a) A completed and signed copy of the FLA Awards Participation Form
- b) Bizfile Form#
- c) Five (5) copies of the Award Proposal\*, in accordance to the Judging Guidelines, in A4 size
- d) A brief write-up of the Organisation and Franchise / License in no more than 200 words \*\* which should include the Organisation history, nature of business, background of Franchise/License and the products and/or services provided ^
- e) One (1) copy of Year 2016-2018 Audited Financial Statements (Full set of Accounts- Original copies or Auditor Certified True Copies). If the financial statements for Year 2018 has yet to be audited, please submit the most recent management accounts
- f) One (1) copy of the Franchise/License Agreement, Operations Manual and listing of outlets(if any) and other supporting materials

### 2. In USB drive/CD-ROM (Softcopy)

- a) Award Proposal\*, in accordance to the Judging Guidelines, in Microsoft Word format
- b) Brief write-up of the Organisation and Franchise / License in no more than 200 words \*\*, in Microsoft Word format ^
  - i. JPEG, min. 1200 x 1500 pixels, full colour, high resolution , 300 dpi
  - ii. EPS/Ai format, full colour
- c) Photos/images showcasing the products and/or services of the Organisation and Franchise/License\*\* (min. 5 pictures, JPEG, high resolution, 300 dpi)
- d) Photos of the Individual/Outlets to be used on publicity materials (min. pictures, JPEG, 5 high resolution, 300 dpi)\*\*

# Not required for International Franchisor of the Year, & Established Franchisor Award Categories.

\* Award Proposal template will be provided by FLA; Established Franchisor & Customer Service Excellence Award participants will not be required to submit this.

\*\* Note that these will be adopted and used in the Awards marketing collaterals if the Participant emerge as one of the Winners

^	Franchisee of the Year Award	Provide a brief write-up of the Franchising journey and description of achievement as a Franchisee
	Customer Service Excellence Award	Provide at least 5 customer testimonials or supporting documents from internal customer feedback results on the exceptional customer service provided by the participating outlet.
	Sustainable Business Award	Provide a brief write-up illustrating the sustainable activities and the achievement attained in the organisation thus far.
	Innovation Business Award	Provide a brief write-up illustrating the innovative activities and the achievement attained in the organisation thus far.

+Not required for Customer Service Excellence Award Categories

++Customer Service Excellence Award Categories only

## SECTION 7: DECLARATION

To be completed by the CEO or equivalent

I declare that all information provided is true and complete to the best of my knowledge. I understand that the information provided in relation to this participation will be used by FLA(Singapore) and the Judging Panel as part of the judging process

I further authorise the use an public release, in connection with thr FLA Awards, of my name, my Organisation's name,non-financial information, photographs, video and audio recordings from any source. I agree that no compensation shall be due to me or my Organisation for such usage.

Name of Signatory	Signature
Designation	NRIC / Passport Number
Organisation Stamp	Date