

Platinum Business Awards 2026
2026年度企业白金奖
SME Brand Excellence Award
中小企业卓越品牌奖
NOMINATION FORM
提名表格
(Closing Date: 31 August 2026)
(提名截止: 31/08/2026)

Qualifying Criteria提名资格

- The company must be incorporated in Malaysia.
- More than 50.0% of the shares of the company are owned by Malaysians (except for Business Outstanding Achievers Award and International Platinum Business Excellence Award).
- The company must not be a public listed company or approved for public listing as of 31 August 2026. (except for Business Outstanding Achievers Award and International Platinum Business Excellence Award).
- Less than 50% of the shares of the company are owned by a public listed company.
- The company must be involved in legitimate businesses with annual gross turnover below RM200 million for the financial year ended 2025.
- For companies with the same owners, group proforma consolidated account is acceptable with the condition that the company or group must be in a single or similar business.
- The company must be in business for at least three (3) years (except for Rising Star Award).
- 提名的企业必须于马来西亚注册。
- 提名企业超过50.0%的股权必须由马来西亚人拥有（提名杰出企业成就奖和国际企业卓越白金大奖除外）。
- 提名企业不能是上市企业，这包括在2026年8月31日前获准上市的企业（提名杰出企业成就奖和国际企业卓越白金大奖除外）。
- 上市公司在提名企业里的股份拥有权需低于50%。
- 提名企业必须是合法企业，且2025年度营业额不超过2亿令吉。
- 如果提名企业是集团规模，则需呈上集团审核报告；条件是集团的生意性质需一致或至少相近。
- 提名企业必须已经营业3年或以上（提名中小企业明日之星奖的企业除外）。

Guidelines for Submission提名程序

- The nominee is allowed to submit a maximum of 2 Award Categories.
- One nomination form is applicable for the submission of ONE Award Category only.
- The nominee must indicate the Award Category (ONE only) that the company intends to submit for in the nomination form.

- All sections of the nomination form must be completely filled in. Please indicate N/A where appropriate.
- All information provided in the nomination form will be treated with full confidentiality.
- Completed nomination form must be attached with the following :
 - Latest three (3) years audited accounts
 - Complete Forms 24 and 49 (or equivalent forms under the Companies Act 2016)
 - A cheque for the payment of the processing fee of **RM2,900**
Cheque to be made payable to **“SMEAM SERVICES SDN BHD”**
RHB Bank Berhad Account No. 2141 2900 3490 88, SWIFT CODE : RHBMYKLXXX
 - Other relevant supporting documents or information deemed appropriate
- The organizer does not undertake to return documents and/or supplementary material which are submitted along with the nomination form.
- Names of applicants, commentary and scoring information developed during the review of applications are regarded as proprietary by the Award Committee and are kept strictly confidential. Such information is available only to those individuals directly involved in the assessment and administrative process.
- Nominations must be submitted online by **31 August 2026**.

For enquiries, please contact the Office:

SME Malaysia Office Mobile: 016-350 0177

PLATINUM BUSINESS AWARDS 2026

SME Association of Malaysia

Lot 4-13A & 4-15, Quill City Mall,

No. 1018, Jalan Sultan Ismail, 50250 Kuala Lumpur

Tel : 03-2602 9654

Email : pba@smemalaysia.org

- 提名企业可以参与最多两个奖项组别的提名。
- 每一份提名表格只能参与一个奖项组别的提名。
- 提名企业必须注明要参与的奖项组别。
- 提名表格需完整填上。如有一些对提名企业无关的资料，请务必填上N/A。
- 所有在提名表格里提供的资料将完全受到保密。
- 提名表格需附上：
 - 最近3年的年度财务稽查报告；
 - Form 24 和 Form 49 （或依据2016年公司注册法令下相关文件）；
 - 提名费RM2,900.00 :
支票抬头: **“SMEAM SERVICES SDN BHD”**
RHB Bank Berhad, 户口号码: 2141 2900 3490 88, SWIFT CODE : RHBMYKLXXX
 - 提名企业认为有助于提名的文件或资料
- 主办方将不会归还所有呈上的文件或表格。
- 主审单位将拥有提名企业、评估报告和评分等资料的所有权，并对有关资料进行保密。有关资料只能提供给参与评审和行政的人员。
- 请于31/08/2026前提交完整的提名表格到秘书处（线上提名）：
Attn : SME Malaysia Office 016-350 0177
Platinum Business Awards 2026
SME Association of Malaysia
Lot 4-13A & 4-15, Quill City Mall,
No. 1018, Jalan Sultan Ismail, 50250 Kuala Lumpur

电话 : 03-2602 9654

电邮 : pba@smemalaysia.org

A. COMPANY BACKGROUND 企业背景

Company Name 公司名字:

Business Address 公司地址:

Factory Address (if applicable) 工厂地址 (如有) :

Tel No 电话:

Fax No 传真:

Email 电邮:

Website 公司网站:

Company Registration No 公司注册号码:

Date of Incorporation 公司成立日期:

B. BUSINESS OWNERSHIP 公司拥有权

1. Is your company incorporated in Malaysia with more than 50.0% shares owned by Malaysians?

贵公司是否在马来西亚注册, 并且50%以上的股份由马来西亚人拥有?

YES 是 NO 否

Shareholding Structure 股份结构:	% of Share 股份比例
Malaysian Bumi 土著	
Malaysian Non-Bumi 非土著	
Foreign 外国人	
State-owned enterprises / agencies (Please state the year of becoming shareholder) 国营公司/机构 (请注明成为股东的年份)	

1. Your business is (please tick one)

贵公司为(请选一项)

Inherited from family 家族企业 A self-established business 自立企业

2. Is your company a subsidiary?

贵公司是否为某企业的子公司?

a	If yes, please state name of your parent company. 如是, 请列出母公司的名字:	
b	Please state equity percentage held by parent company	

	请列出母公司对贵公司的股份拥有权:	
c	Is your parent company a listed company? 母公司是否为上市公司?	<input type="checkbox"/> YES 是 <input type="checkbox"/> NO 否

3. Is your company approved for listing on any stock exchange as at 31 August 2026?

贵公司是否被批准上市在任何股票交易市场（截止31/08/2026）？

YES 是 NO 否

4. Please attach your management organizational chart. 请附上贵公司的公司组织架构图。

5. Please state the number of company directors:

请列出公司董事人数:

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6. Has public interest litigation been lodged against the company's practices during the past 3 years?

在过去3年期间，贵公司是否曾经因为涉及大众利益的事项而接受司法调查？

YES 是 NO 否

7. Is there any winding up or liquidation proceeding pending?

贵公司是否有涉及任何结业或被清盘的手续？

YES 是 NO 否

8. Does the Company file its annual return with the SSM and tax authorities regularly and comply with all the statutory provisions of the Companies Act 2016?

贵公司是否依据2016年公司注册法令，定期呈交公司年度和稽查报告于公司注册局，并且遵守所有法定条规？

YES 是 NO 否

9. Has a prosecution been undertaken against the company by any authorities in the last 3 years?

在过去3年期间，贵公司是否曾经被执法单位起诉？

YES 是 NO 否

C. BUSINESS AND COMPANY 商业活动和企业

1. Please briefly describe your company's core business, products and services. Please attach your company profile, if available.

请简略描述贵公司的主要业务、产品或服务。请附上企业简介（如有）。

2. Which industry do you operate in?

贵公司涉及的行业：

- | | |
|--|---|
| <input type="checkbox"/> Electrical and Electronic 电子业 | <input type="checkbox"/> Professional Services 专业服务 |
| <input type="checkbox"/> Pharmaceutical 医药 | <input type="checkbox"/> Logistics 物流业 |
| <input type="checkbox"/> Automotive 汽车业 | <input type="checkbox"/> Service Provider 服务业 |
| <input type="checkbox"/> IT/Software 科技/软件开发 | <input type="checkbox"/> Design 设计业 |
| <input type="checkbox"/> Wood Based Industry 木材相关工业 | <input type="checkbox"/> Distribution 运输业 |
| <input type="checkbox"/> Agro Based and Food Industry 农产或食品业 | <input type="checkbox"/> Retailing 零售业 |
| <input type="checkbox"/> Fast Moving Consumer Goods 快销物品业 | <input type="checkbox"/> Trading 贸易 |
| <input type="checkbox"/> Petrochemical 石化工业 | <input type="checkbox"/> Manufacturing 制造业 |
| <input type="checkbox"/> Textile and Apparel 纺织和服装 | <input type="checkbox"/> Education/Training 教育/培训 |
| <input type="checkbox"/> Machinery and Equipment 机械和配备 | <input type="checkbox"/> Import/Export 进出口 |
| <input type="checkbox"/> Palm Oil Based Industry 棕油业 | <input type="checkbox"/> Consultancy 咨询服务 |
| <input type="checkbox"/> Rubber Based Industry 橡胶业 | <input type="checkbox"/> Outsource Provider 外包服务 |
| <input type="checkbox"/> Hospitality/Travel 接待 / 酒店 / 旅游 | <input type="checkbox"/> Others, please specify: 其他, 请列明: |

3. Please list the significant achievements of your company in the past 3 years:

请列出贵公司在近3年的特出表现或成就:

4. Please list the major awards received by your company in the past 5 years:

请列出贵公司在近5年所获得的重要奖项:

Year 年份	Award Name / Description 奖项

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D. COMPANY PHILOSOPHY 企业宗旨和原则

1. What is your company's vision?

请列出贵公司的企业愿景:

2. What is your company's mission?

请列出贵公司的企业使命:

3. What are your company's core values?

请列出贵公司的主要企业价值:

E. PRODUCTS, SERVICES AND MARKETS 产品、服务和市场

Product / Services 产品 / 服务	1	2	3
Brand 品牌			
Unique Selling Features 特有卖点			
Target Market Segment 细分市场目标			
Business to Consumer 企业对消费者	Y/N 是/否	Y/N 是/否	Y/N 是/否

Business to Business 企业对企业	Y/N 是/否	Y/N 是/否	Y/N 是/否
Business to Government 企业对政府	Y/N 是/否	Y/N 是/否	Y/N 是/否

Market / Sales

Sales Revenue 销售额	2023		2024		2025		2026 (Projected 预计)	
	RM	%	RM	%	RM	%	RM	%
Local (Malaysia) 本地 (马来西亚)								
Export 出口								
Total 总额								

No. of Export Markets 出口市场数目	2023	2024	2025	2026 (Projected 预计)
ASEAN 东盟				
Others 其他				
Total 总数				

F. OPERATIONS & TECHNOLOGY 企业运作和科技

1. Please list the Quality / Operational accreditations bestowed upon your company (e.g. ISO, CE, GMP, HACCP).
请列出贵公司获得的认证 (例: ISO, CE, GMP, HACCP)

Year 年份	Accreditation Description 认证说明

2. Does your company follow a standard operating procedure (SOP)?
贵公司是否拥有一个标准作业方式 (SOP)?
- YES 是 NO 否

3. Do you invest in R&D?

贵公司是否投资在研发及革新?

YES 是 NO 否

4. Does your company have a written Business Plan?

贵公司是否有书写营业计划书?

YES (If tick YES, please attach) 有 (请附上计划书) No 否

5. Does your company have a Brand Manual / Brand Style Guide?

贵公司是否拥有品牌手册?

YES (If tick YES, please attach) 有 (请附上手册) No 否

6. Please list any patents, trademarks, design or copyright that are registered by your company.

请列下贵公司拥有的注册专利、商标、设计或版权。

Year 年份	Registration Description 注册说明

G. FINANCIAL PERFORMANCE 财务表现

		2023 (RM)	2024 (RM)	2025 (RM)
1	Annual Turnover 年度营业额			
	Local 本地			
	Overseas 国外			
2	Cost of sales 销售成本			
3	Gross Profit 毛利润			

4	Profit before tax 税前盈利			
5	Profit after tax 税后盈利			
6	Non-current assets 非流动资产			
7	Total assets 总资产			
8	Non-current liabilities 非流动负债			
9	Current liabilities 流动负债			
10	Total liabilities 总负债			
11	Paid-up capital 缴付资本			
12	Retained earnings 留存收益			
13	Total shareholders fund 股东总资金			

H. MANDATORY INFORMATION ON BRAND EXCELLENCE 品牌卓越重要资讯

Please provide a brief description for each of the guidelines below. It is highly recommended that you include Diagrams, Pictures, Tables, Flow Charts and Videos (USB or links to videos) to support and demonstrate your strengths in the award category that you have selected.

请按照以下指示提供说明，建议以图表、照片、流程图及视频（USB或视频连接）呈现，以强化贵公司在相关奖项的优势。

1. About the Brand : 关于品牌

Please provide a brief about the brand (e.g. About the Brand Logo; The Brand Story; Brand Vision; The Brand Positioning ; The Brand Promise etc) 请提供品牌简述（例：关于品牌商标、品牌故事、品牌愿景、品牌定位、品牌承诺等）

2. The Brand & Your Business 品牌与贵企业:

How does the brand relate to the business you are in? 品牌如何与贵企业的连接

3. Trademark :注册商标

Please advise whether the brand has been trademarked and if yes, where has it been trademarked? 品牌是否已成为注册商标，如是，在哪个地区或国家？

4. Export Resources : 出口资源

Please indicate resources and systems that are in place that will help to accelerate or support your export activities (e.g. The strength of your export team; an export marketing plan; a proper budget allocation for export market development; market research efforts or plans; trademark registrations; product certifications required for export etc).

请说明有助于贵公司出口业务增长的资源与系统（例：贵公司出口团队的强项、出口市场计划、有助于出口市场发展的合适预算、市场研发或计划、商标注册、产品出口认证等）

5. Brand Development 品牌发展 :

Please list down the initiatives and system in place to safeguard, communicate and evolve your brand (e.g. Where has the brand been trademarked?; Is there a brand manual or brand style guide in place? If yes, please append in the submission; Is there a dedicated branding team or establishment of a branding committee within the organization? If yes, please describe roles & deliverables. etc)

请列明保护，传达和发展贵公司品牌举措与系统（例：在哪里注册商标、是否有商标手册或商标风格指南，如有，请附上；是否有品牌团队或品牌委员会，如有，请说明其角色和功能）

6. Brand Leadership 品牌领导:

Is the Head of the Company (CEO, MD or equivalent) involved in driving the brand forward? If yes, please explain briefly 企业领导（执行长或执行董事或相等职位角色）是否参与品牌推动？如有，请说明。

7. Branding Initiatives 品牌 推广计划:

Please demonstrate your branding initiatives for the past 1 year (e.g. What was your brand plan? What were the key messages? What were the key communication channels? How did you measure and what was the performance from the branding initiatives? etc) 请展示过去1年贵公司的品牌推广计划（例：品牌计划为何？关键讯息为何？主要传达管道为何？如何评定品牌推广计划的效果？）

8. Branding Collaterals 品牌宣传册子 :

Please provide description and copies of your advertising, promotion, news coverage, trade fairs, online social engagement etc. 请提供贵公司的广告、促销、新闻报道、博览会、网上社交媒体等的品牌宣传说明及相关副本。

9. Market Acceptance 市场接受度:

What is the level of market acceptance towards your brand? Is there any survey or research done to measure or benchmark with competitors? 贵公司品牌的市场接受度达到哪个层级? 是否有进行与竞争对手评比的研究?

10. Brand Strength 品牌强项:

How has the brand strengths helped in your business growth? 品牌强项如何助于业绩成长?

11. Competition 竞争:

Please list down the top 3 brands that you are competing with. What are your branding strategies to compete with them and excel? 请列明与贵公司竞争的首三项品牌, 并说明贵公司应对竞争品牌的品牌策略及胜出方法

12. Key Achievement/s 主要成就 :

Please list down the key achievement/s of your brand (e.g. Awards received; The only one ..., The 1st ..., The most ... etc) 请列明主要贵公司品牌的重要成就 (例: 所得奖项, 唯一的...第一的...、最...等)

I. DECLARATION

(To be completed by the Chief Executive Officer or Managing Director or equivalent)

I declare that the facts stated in this nomination form and the accompanying information are true and correct and have satisfied the qualifying criteria.

I agree to:

- The publication of the financial figures provided in the nomination form upon request;
- Provide the company's audited statements and other relevant information as requested and allow the organizer to retain them;
- Notify the organizer that my Company has been approved for listing on any stock exchange on or before 31 August 2026.
- Abide by the requirements of the nomination;
- Abide by the decisions of the Selection Board which will be deemed final and conclusive.

Name: _____ Designation: _____ Signature: _____ Date: _____ _____	Company Stamp
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Contact Person for Verification / Site Visitation Purposes

Name:	_____
Designation:	_____
Contact No:	_____
Email:	_____

Proposer

Name: _____	Proposer Stamp:
Designation: _____	

Date: _____

Signature: _____

Additional Fee for Award Winner

PBA is a prestigious award recognising outstanding winners that have achieved significant milestone and value for your organisation. To celebrate the achievement over a gala dinner, an additional fee of **RM6,000** is applied, whereby each award winners will receive a trophy, certificate, dinner seat for one, two digital copies of award receiving photos, company brief on PBA 2026 website & Facebook, and last but not least company's name or logo on selected media publication. The additional fee of RM6,000 can be refunded if a gala dinner package is purchased.

FOR OFFICE USE ONLY

Submission date: _____

- Enclosures:
- Completed nomination form
 - 3 years audited accounts
 - Form 24 and 49
 - M&A
 - Processing fee
 - Other supporting documents

Serial no: _____

Acknowledged _____

by: