



ENTRY KIT

SLIM BRAND EXCELLENCE 2017

CATEGORY – Regional Recognition Award

INSTRUCTIONS TO PARTICIPANTS

1. Please use only this format for responses to the questions in this entry form adhering strictly to the space allocation (given box).
2. Please type your entries in font size not below 10.
3. Please attach visuals and supporting documentation separately.
4. Please ensure all internal company information to show achievement and all research information be verified by auditors and the research agency on the last page of your entry. In addition, verification seals should be placed on the document on which data is provided.

●A.1: Name and Address of Company:

●A.2: Year of Establishment of Company:

●A.3: Size of Company:

(Please mark your selection with a “X” within brackets)

- XS - Annual turnover Less than Rs.100 mill
- S - Annual Rs.101 mill - Rs.500 mill
- M - Annual Rs.500 mill – Rs.2 bill
- L - Annual turnover Rs.2 bill – Rs.5 bill
- XL - Annual turnover more than Rs.5 bill

●B.1: Name of Brand:

●B.2: Year of launch of the brand into the Sri Lankan market

●B.3: Entry Category

(specify from Main Awards or Special Awards Category)* :

●B.4: Origin of Brand : 1 – Sri Lanka 2 – International

●B.4: Size of Brand :

(Please mark your selection with a “X” within brackets)

- XXS - Annual turnover Less than Rs.50 mill
- XS - Annual turnover Rs.51 mill – Rs.100 mill
- S - Annual turnover Rs.101 mill – Rs.250 mill
- M - Annual turnover Rs.251 mill – Rs.500 mill
- L - Annual turnover Rs.5001 – Rs.1 bill
- XL - Annual turnover Rs.1 bill – Rs.5 bill
- XXL - Annual turnover more than Rs.5 bill

C.1 Overview of the Business

In this section the applicants will describe the competitive structure (you may use frameworks such as the five forces model, brand purpose and brand life cycle in order to help the judges to appreciate the overall direction of the brand)

C.2 Business Philosophy

This section will deal with what the brand is about, in terms of its vision, mission, values and personality

C.3 Brand Strategies

This section will address specific branding strategies that will be adopted by the applicants such as target market, positioning and 4 P's

C.4 BRAND PERFORMANCE (30%)

In this section the actual performance of the brand in the market place will be assessed through the information provided by you in the application, which will be endorsed by independent auditors and research companies.

Marks in this section will be apportioned as follows;

60% - Brand Health

ALTERNATIVE METHOD FOR SUBMITTING FINANCIAL PERFORMANCE OF THE BRAND

C.4.1 Provide information with regard to loyalty/ customer satisfaction, brand awareness and recognition; brand reputation, endorsed by research companies.

Note: Wherever research data is presented to show a particular brand's performance it should be substantiated by clearly stating the source duly verified by the researcher and performance should be compared against industry. For research data, please follow the research guidelines mentioned in the website/ handout provided.

40% - Business performance of the brand

C.4.2 Business Performance of the Brand

Provide information with regard to sales value growth, sales volume growth, market share growth, profit/ contribution over the last 3 years(Please use only space given in the box) Data has to be supported by audit confirmation and seal placement on each submission.

C.4.2.1 Volume Index				
Results	2014/2015 or 2014 (=100)	2015/2016 or 2015 (Index)	2016/2017 or 2016 (Index)	Estimated Total Market Volume as of 2017
Volume	100			
Source of information:				
Comments:				

C.4.2.2 Revenue Index				
Results	2014/2015 or 2014 (=100)	2015/2016 or 2015 (Index)	2016/2017 or 2016 (Index)	Estimated Total Market Volume as of 2017
Sales Value	100			
Source of information:				
Comments:				

C.4.2.3 Gross Margin Index

Results	2014/2015 or 2014 (=100)	2015/2016 or 2015 (Index)	2016/2017 or 2016 (Index)	
Gross Margin % Index	100			
Gross margin value index	100			
Source of information:				
Comments:				

C.5.4 Market share Index

Results	2014/2015 or 2014 (=100)	2015/2016 or 2015 (Index)	2016/2017 or 2016 (Index)	
Market share	100			
Source of information:				
Comments:				

Applicant's Declaration		
I, the undersigned (Full name of applicant) do hereby declare and affirm that all information herein provided by me is true and correct.		
Name of Applicant:		
Designation of Applicant:		
Signature of applicant:		Date:
Company name:		
Name of CEO of Company:		
Signature of CEO:		Date:
Contact Details:		Rubber Stamp:
Address:		
Telephone:	Fax:	E-mail:
Auditor's Verification		
We hereby certify that all information herein furnished in items (Indicate information section numbers) in the entry form in respect of Is true and correct to the best our knowledge and belief, as per the records maintained by the enterprise and made available for scrutiny.		
Name of Auditor		
Signature::		Rubber stamp:
Contact details:		
Address:		
Telephone:	Fax:	
Independent Research Verification		
We hereby certify that all information herein furnished in items (Indicate information section numbers) in the entry form in the respect of is true and correct as per the research findings of studies conducted by this agency and fulfill the criteria for research findings that can be submitted for this entry.		
Name of Agency		
Signature::		Rubber stamp:
Contact Details:		
Address:		
Telephone:	Fax:	E-mail:

Note: If more than one auditor's and/or research agency information is used please use copies of this page for each one of those institutions.

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