

G. Other Core Business Information & Key Success Factors

Vision: (Vision defines organization's goals.) (願景的定義是組織的目標)

For example:

It is our vision to be the pre-eminent business advisory service provider to growth-oriented and entrepreneurial businesses, and help them realise their full potentials with our responsive and highly personalised professional services of the highest standards.

提供成長型和創業型企業最卓越的企業諮詢服務，用我們最積極和最高標準的專業服務幫助他們充分實現其潛能

Mission: (Mission describes organization's purpose.) (使命描述組織的目的)

For example:

It is our mission to help business owners and entrepreneurs achieve success and realise their ambitions.

幫助企業家和創業者取得成功，並實現他們的抱負。

Initiatives to achieve the vision/mission:

(Please Tick where appropriate)	Description
<input type="checkbox"/> Digital and Technological Adoption	<p>Example of description: Grant Thornton audit methodology is designed to deliver a consistent standard of audit service to clients, no matter where they operate. Audit teams therefore avoid the need to reconcile documentation from a patchwork of different tools. Grant Thornton member firms use proprietary software tool called "Voyager" to replace the paper documentation. 致同的審計方針旨在提供客戶一個統一標準的審計服務。因此，審計小組可以避免從不同的工具拼湊及調和文件而費時。致同成員使用的專用軟件工具，稱為"Voyager" 以取代紙張文件。</p>
<input type="checkbox"/> Product, Service and Market Development	<p>China investment, merger & acquisition in Malaysia 中國在馬來西亞的投資，合併與併購項目</p>
<input type="checkbox"/> Brand Positioning and Core Values	<p>'Grant Thornton' is one of the world's leading organisations of independent assurance, tax and advisory firms. These firms help dynamic organisations unlock their potential for growth by providing meaningful, actionable advice. '致同' 是世界領先的獨立審計，稅務及諮詢組織之一。它協助企業釋放其增長潛力，並提供有意義及可操作的建議。</p>
<input type="checkbox"/> Corporate Social Responsibility (CSR) or Any Other Advertising and Promotional Activities	<p>Conduct annual visit and donation to 'Stepping Stones Living Centre' and helping Persatuan Kanak-Kanak Istimewa Hulu Langat with some painting and financial donation. 進行年度探訪，並捐款於"踏腳石生活中心"和探訪"特殊兒童協會"，幫助他們翻新特殊兒童協會院和財務資助。</p>
<input type="checkbox"/> Overall, your company's core strengths and competitive advantages	<ul style="list-style-type: none"> - Leadership and top management commitment and strategic vision; 領導層和高層管理人的承諾和戰略遠景; - People focused, Employee engagement and effectiveness; 人事的專注度，員工的敬業度和有效性; - Excellent corporate culture; 優秀的企業文化; - Operational excellence; 卓越的運營管理; - Financial Strength; 財務實力; - Customer satisfaction and loyalty; 客戶的滿意度和忠誠度; - Excellent partnership management or strategic alliances with others; 優秀的合作伙伴管理或與他人結成戰略聯盟; - Sustainability efforts like new revenue generation, brand enhancement, cost cutting measures; 可持續發展的努力例如新的創收，品牌提升，成本削減措施; - Caring about the community and environment. 回饋社區和環境。

Note: Applicants are required to provide company or product brochures or videos, advertising or promotional materials and any other supporting documents or material for judges to appreciate the success elements of the company.