SAMOA EXPORTS AWARDS 2020 APPLICATION FORM

All application forms are to be addressed to the Chief Executive Officer, Ministry of Commerce Industry and Labour, Level 4 ACC Building, APIA, no later than 5:00pm on Tuesday, 30th June, 2020.

Please answer as many sections as possible and provide supporting documents (where relevant) to enable the Evaluation Committee to verify the information provided. It is taken into consideration that new exporters may not have as complete an answer as those who have been exporting for several years. If the space provided is insufficient, please provide attachments and state on it your Business' name and the section being answered.

<u>CONFIDENTIALITY</u>: All information you provide will be treated as confidential. The information will be used only for judging the Samoa Exports Awards 2020.

1.	Company/Business	Name:				
	Business Location:					
	Contact Person (Na	me):				
	Phone & Email Add	ress:				
	Postal Address:					
	Business License No	umber:				
2.	AWARDS CATEGOR	•	se tick only the relevant Ca ch Category)	tegories. F	Refer to the Expland	itory Notes
Agrid	culture & Fisheries		Creative Industry		Emerging Exporte	r
Ехро	ort Marketing		Export Support Services		Female Exporter	
Inno	vation		Value Added		Overall Exporter of	of the Year
3. Are y	ou registered at the	Central B	ank of Samoa as an Export	er? YE	S: NO:	

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FINANCIAL PERFORMANCE: 4.

	2017 Export (\$)	2017 Domestic		2018 Export (\$)	2018 Domestic	: (\$)	2019 Export (\$)	2019 Domestic (
al								
			201	7 (\$)	2018	(\$)		2019 (\$)
tal Value of Expo rnings	ort/Foreign E	xchange						
ss: st of raw materials								
st of production overho lue Added	eads							
5. BUSINESS PLAN	AND CONTRI	BUTIONS (OF EXPO	RT				
5.1 Do you have a cu	rrent Business	Plan?			YES	i:	NO:	
IF Yes, please outlin additional staff, new	-						(cig. mem	
5.2 Does your busin Organic? IF Yes, please attach								IO:
				support t				



6. MARKETING PLAN					
1 Do you have a Marketing Plan?		YES:		NO:	
F Yes, what period does it cover? Plankhat you did to make your production of the pr	ct acceptable for the mark cultural issues to overcon	ket, how you	built a	relationsh	nip with
5.2 EXPORT MARKETS: What are the m	nain products/markets?				
PRODUCTS	nain products/markets?	<u>TS</u>			
PRODUCTS 1.		<u>TS</u>			
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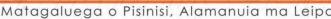
7. INNOVATION
7. INNOVATION
7.1 Explain what innovations/changes in your business you have applied to generate and/or increase
export sales. (Consider areas such as packaging, product, promotion, distribution channels, brochures and
trade material, use of social media).
7.2 Have you made any significant changes in the way you market, operate YES: NO:
your business?
If Yes, what are some of these Changes?
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8. EMPLOYMENT STRUCTURE

Please state the number of employees in your business' payroll, broken down by Gender.



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No. of Employees/Year	Permanent	C	Casual/Temporary	Total # of Male Employees	Total # of Female Employees
017					
018					
2019					
. BEST FEMALE	EXPORTER			1	
-	minate an emplo	-	our business to be co	onsidered for the Be	est Female Exporter
.1 Nominee's na	ıme:				
Position/Role	in the Business:				
what significant	e above nominee t contributions sh	e has ma	ement in the Exporde to the business' on the business' on the business' on the business' of	exports sales, susta	inability of exports,
9.2 Describe th	e above nominee t contributions sh	e has ma	de to the business'	exports sales, susta	inability of exports,
9.2 Describe th	e above nominee t contributions sh	e has ma	de to the business'	exports sales, susta	inability of exports,
9.2 Describe th what significant business' comp	e above nominee t contributions sh	e has ma , staff tra	de to the business'	exports sales, susta	inability of exports,
9.2 Describe th what significant business' compositions of the significa	e above nominee t contributions she etitive advantage	e has ma , staff tra	de to the business'	exports sales, susta	inability of exports,
9.2 Describe th what significant business' compositions of the significa	e above nominee t contributions she etitive advantage IVE INDUSTRY EXI which sector(s) o	e has ma , staff tra	de to the business' alining and/or staff p	exports sales, susta rofessional develop	inability of exports,
9.2 Describe the what significant business' compositions of the signific	e above nominee t contributions sho etitive advantage IVE INDUSTRY EXI which sector(s) o	e has ma , staff tra	de to the business' wining and/or staff p	business is involved	inability of exports, ment.

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	ny additiona o, please cor		ou would	like us to ta	ke into acco	ount in con	sidering you
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SAMOA EXPORTS AWARDS 2020 EXPLANATORY NOTES

AWARD CATEGORIES:

- 1) Best Agriculture & Fisheries Exporter
- 2) Best Creative Industry Exporter
- 3) Best Emerging Exporter
- 4) Best Export Support Services
- 5) Best Female Exporter
- 6) Best in Innovation
- 7) Best Value Added
- 8) Excellence in Export Marketing
- 9) Overall Exporter of the Year

1. **CONFIDENTIALITY**

All information you provide will be treated as commercial-in-confidence. The information will be used only for judging the Samoa Exports Awards by the Panel of Judges and the Evaluation Committee for the Samoa Exports Awards 2020.

Financial information is mandatory and all information - including the financials contained in your application and/or obtained during site visits - will be treated strictly as commercial-in-confidence and used only for judging. All members of the MCIL Secretariat, the Evaluation Committee and every Judge of the Awards will sign a Confidentiality agreement before being presented with any confidential information submitted as part of the application process. Following completion of the Exports Awards, all of the information provided will be destroyed.

2. DEFINITION OF EACH AWARD CATEGORY

AWARD CATEGORY	<u>DEFINITION</u>
1) Best Agriculture &	This category includes both the Agriculture and Fisheries exporters. It
Fisheries Exporter	includes raw, primary and secondary stage goods. E.g. – Exporters of
	coconut, nonu, taro, banana, cocoa, kava, raw fish, frozen fish etc.
2) Best Creative Industry	This new Award is in recognition of small, entrepreneurial businesses
Exporter	involved in the Creative Industry which utilises creativity skills and talent
	for employment and wealth creation e.g. Garments, Handicrafts, Elei
	Designs, Jewellery, Music etc. To be eligible as a 'Small' business under
	this Category, your business must employ less than 10 employees and
	generate annualised Exports Sales of less than WST\$50,000.
3) Best Emerging Exporter	This Award is for the new exporters that have just ventured into
	exporting in 2019 as well as existing exporters that have ventured into
	new markets in 2019. Records of when business operations started will
	be cross-checked with the Ministry for Customs & Revenue and Ministry
	of Commerce, Industry and Labour data. Eligible candidates will need to



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	demonstrate that they are a long term operator and not a one-off
	exporter.
4) Best Export Support	This Award is for business applicants that provide a service to support
Services	the export sector and the entire export value chain. That is, it includes
	businesses that support exporters in connecting to markets,
	transporting of goods from border to border, as well as marketing and
	IT companies that have assisted exporters in connecting to markets,
	process automation, marketing campaigns etc. This support will need
	to be verified by the exporter. E.g. Shipping companies, airline
	companies, export insurance, IT companies, marketing companies,
	professional services providers.
5) Best Female Exporter	This Award is in recognition of the contribution of women to Exports.
	This Category will include all women applicants in agri-business and
	other industries and their involvement in, and contribution to the export
	Value Chain of the business.
6) Best in Innovation	This Award acknowledges new sustainable ideas, unique processes and
	methods used to develop the export business. To enable the Evaluation
	Committee to determine a trend or growth in Innovation, results will be
	assessed over 3 years i.e. 2017 to 2019.
7) Best Value Added Exporter	This Award will consider the scale of processing that has been done to
	the end product, including the change in value, change in form, change
	in presentation etc. done to the end product.
8) Excellence in Export	This Award recognises the quality of a business' marketing strategy to
Marketing	target markets. This includes the longevity of market connection,
	meeting of demand, sustainability of supply, and venturing into new
	markets. Commercial presence is valued in this Award, including the use
	of ICT to complement business model. Marketing Strategy will need to
	be detailed and outlook into the next three (3) years must be supported
	by the current operations of the exporter.
9) Overall Exporter of the	This Award focuses on the overall best exporter with proof that their
Year Award	supply and export market is sustainable. Competitive advantage of the
	exporter needs to also be explicitly expressed to support their case.

3. OVERALL CRITERIA

- Export growth achieved and ability to sustain growth
- Evidence of sustainable competitive advantage
- Value and contribution of exports to business expansion
- Overall commitment to exports
- Marketing Strategy for target markets
- Degree of Innovation
- Viability of company, its products and/or services
- Major export initiatives

4. <u>CRITERIA FOR SELECTION</u>

1. Financial Performance (Score weighting 25%)



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The judges here will be looking for evidence of the company's sound financial base and how it will fund growth in exports.

a. Export sales achieved and growth

 Export growth achieved shall be calculated by comparing 2017 to 2019 Total Value of Export Income. The Total Value of Export Income shall be calculated in the case of goods on an FOB basis, and in the case of services, calculated on the basis of foreign exchange earnings.

b. Value Added

- i. Value added is the increase in value that a business creates by undertaking its production process. It involves looking at the scale of processing that has been done to the end product, including the change in value, change in form, change in presentation etc to the end product. Value Added is the difference between the Product's cost and the end consumer value (i.e. total value of export income).
- ii. Value Added = End Consumer Value/Total Value of Exports Minus (Cost of raw materials + Production Overheads)

c. Financial Strategy for continued export sales

i. A description of the Financial Plan for 2020 specifically as it applies to exports.

2. Business Plan and contribution of exports (Score weighting 15%)

The judges will be looking for evidence of your company's commitment to international business.

a. What are your export plans and initiatives for the coming year (e.g. new markets, additional staff, differing marketing strategies).

3. Marketing Plan (Score weighting 25%)

The judges will be looking at the quality of the applicant's international marketing strategy and how it maximises its international competitive advantage.

- a. In your key markets, what did you do to secure international contracts and market acceptance? What actions did you take? - e.g. product adaptation to meet customer preferences, building relationships with distributors and buyers, addressing cultural issues in marketing materials and products, attending trade events, techniques to overcoming buyer resistance.
- b. Explain your company's strategy in gaining a secure foothold in any new markets or how you enhanced brand in established markets.
- c. The judges are also looking for demonstration of innovative techniques and use of technology e.g. use of social media, mobile apps, product delivery and/or presentation.

4. Innovation (Score weighting 25%)

Innovation is the process involved in creating new ways of doing things. It can apply to any aspects of a company's business, products or services. The judges are also looking for



demonstration of innovative techniques and use of technology. Fully explain and demonstrate innovation in the following areas which are applicable:

- a. Packaging
- b. Product
- c. Promotion
- d. Distribution channels
- e. Brochures and trade material
- f. Use of social media
- g. Process and procedures.

5. Business Operations and Human Resources (Score weighting 10%)

- a. The judges will be looking at the structure of the business' export/international operations and systems to effectively respond to export/international sales as well as whether the business is appropriately resourced for export expansion.
- b. The judges will also be looking for evidence of sustainable business practices.

5. ASSESSMENT PROCESS

In maintaining the Confidentiality of the information provided by applicants, no members of the Samoa Association of Manufacturers & Exporters (SAME) nor the Samoa Chamber of Commerce & Industry (SCCI) will be involved in the Assessment Process nor have access to any of the information provided by applicants for the Samoa Exports Awards.

The MCIL Secretariat for the Samoa Exports Awards is responsible for receiving applications, overseeing the administrative processes for assessing and verifying information provided in the applications, as well as providing Secretariat support to the Evaluation Committee and the Panel of Judges.

Once your application is received by MCIL, the Secretariat will issue a letter of acknowledgement of receipt of your application, which will also include a request for further information/clarification (if required) as well as requesting your business' availability for a site visit to be conducted by the Secretariat and members of the Evaluation Committee.

6. <u>JUDGES</u>

The Panel of Judges for each Award Category will be finalised by the Evaluation Committee. To ensure the Confidentiality and Impartiality of the Judging process, the identity of the Judges will not be made known to applicants and will also be kept Confidential until the actual Samoa Exports Awards event takes place.

There will be no correspondence or communication between the Judges and the applicants. Any queries that the Judges may have about any information provided by the applicants, will be requested through the Secretariat, who will make the necessary arrangements for seeking further information and/or clarification.