

# EO Womenpreneur Award

## Submission/ Application

*Applicants are to use the questions below as a guide to write the Award Submission Proposal. It is not compulsory to input all questions and you are free to bring in other pointers not mentioned here that support the sections. Please complete all sections in Award Submission Proposal.*

### Section 1

#### Entrepreneurial Journey

1.1 What ignited the spark for you to start the business/ businesses? What were some challenges that you faced during your entrepreneurial journey and how did you overcome these difficulties?

1.2 What were some of the biggest breakthroughs and achievements which you had faced as an entrepreneur?



## Section 2

### Financial Performance

2.1 What was the company's revenue and profit growth in the last 3 financial years?

2.2 How is the company projected to perform in the next 3 years?  
What are the factors/reasons that will contribute to this performance?



## Section 3

### Strategic Direction

Max Word Count: 500 words

3.1 What is the vision and mission of the company? What are some key corporate goals set?

3.2 What have you done to lead the company to achieve the vision and mission?

Eg. talent building and retention, operational excellence, resource utilisation, intellectual property multiplication, branding, customer service, innovation, R&D or technology are non-mutually exclusive examples of business activities you could highlight.



## Section 4

### Innovation & Disruption

4.1 How are you as a leader inspiring change in the company? How are you encouraging an Innovative culture?

4.2 Please name at least one innovative project in your company that has resulted in growth/ improvement to processes? Cite measurable outcomes.



## Section 5

### Market Growth

Max Word Count: 500 words

5.1 Please explain how your products and services are positioned in the market(s) that your company is serving? If there is a Blue Ocean strategy, please mention.

5.2 What are the strategies and plans to expand the market share of the company? Please cite target audience/ markets of intended or new markets expansion and corresponding penetration strategies. Please cite new product innovations or technologies adopted that has helped to achieve market penetration, if any.



## Section 6

### Business Model Scalability

6.1 What are the current capabilities that will allow you to scale your business model?  
What are the areas of improvement needed before you can scale your business model?

6.2 Please identify and cite opportunities of the current business model to scale up your current sales and customer base.

You can elaborate in these areas:

**Internal Scalability** – leverage on external resources, digitization & automation, finding right people and partners to scale, eliciting feedback, etc.

**External Scalability** – finding high growth market (s), new customer and channel acquisition, assessing market constraints, etc.



## Section 7

### Corporate Social Responsibility

Max Word Count: 500 words

7.1 What are some key social responsibility or community initiatives you have started and are carrying out in the company?

7.2 How have these social responsibility or community initiatives within the company helped to improve culture, care, cohesiveness or values transference?

