

# Southeast Asia Business Excellence Awards uses the rigid Six- Criteria



To be eligible to receive the Southeast Asia Business Excellence Awards a company must qualify for all the (6) criteria the validation of the survey result is done under the supervision of Southeast Asia Council and research team a company that is conferred the Southeast Asia Business Excellence is automatically certified as best.

## Innovative Business Practices

Does the company have novel in-house business practices that help increase its productivity? Can these practices be replicated by the other companies? Is the company active in a professional association that allows the company to be aware of trends in the industry?



## Quality of Products and Services

Does the company deliver products/services that are durable, consistent and in conformity with the company claims ? Does the company deliver on time? Does the company provide after-sales services?



## Value Proposition and Pricing

Does the company practice fair and just value pricing? Does the company assure its clientele the value of money results?



## Customer Concern & Engagement

Does the company have significant concern with its clients needs and satisfaction?



## Reputable and Ethical Business Image

Does its clientele have a good impression of the company and its products/services  
does the company 's business model guarantee the survival of the company over a  
long period of time?

BUSINESS  
ETHICS



## Truthfulness in Business Management

Does the company provide a great working opportunity and environment for its  
employees? Are the company rules and regulations reliable and just?





- Selection process candidates for the Southeast Asia Business Excellence Awards based on the online nomination given by an independent party. a market and online survey then done by the Southeast Asia Awards council and research team based on the nominations from different business categories. A survey is done through online research customer feedbacks, man on the street interview, telephone interview and focused group discussion survey results are carefully validated by the Southeast Asia Awards Council and research team.