Award Assessment Criteria and Guidelines

Business Excellence Awards 2027

General guidelines for award assessment

1. All submissions must reflect achievements, initiatives, and measurable outcomes during the period from 1st October 2025 to 30th September 2026 only.
2. The list of supporting documents mentioned under each award category is indicative only. Nominees are encouraged to submit any other relevant documents that they believe strengthen their case and support evaluation.
3. For quantitative criteria, submissions must include numbers backed by high-quality evidence, which is verifiable through supporting documents
4. For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence

10. Retail Start Up of the year

Guideline

- Clear and differentiated brand positioning in the market
- Innovative retail concept, business model or customer proposition
- Distinctive product assortment, design language or category focus
- Effective use of digital platforms, social media and technology
- Demonstrated growth in sales, customers, reach or store presence
- Strong customer acquisition, engagement and retention strategy
- Consistent brand experience across channels
- Potential to scale and build a sustainable long-term jewellery retail business

Key Information

- Evidence of growth, innovation and market traction.

Eligibility Criteria

- Emerging jewellery retail brands with fewer than 5 years of financial statements. • The startup may be an offline, digital-native, or omnichannel venture.