



MINISTRY OF TOURISM, ARTS, CULTURE, YOUTH AND SPORTS SARAWAK
&
SARAWAK TOURISM FEDERATION
Sarawak Hornbill Tourism Awards 2017/2018

OFFICIAL ENTRY FORM
Outstanding Cottage Industry Contribution to the Tourism Industry

Handicraft Outlet

NOMINEE / Calon : _____

1. Background

Proprietor : _____

Registration/License No. : _____

Premise Address : _____

Phone : _____ Fax : _____

Mobile : _____ Email : _____

Date of Operation : _____

Number of Employees : _____

2. Special attraction and uniqueness of outlet:

3. Sales and Revenue:

Year	Sales & Revenue
2017	
2018	

4. Activities organized by outlet in 2017/2018*

No	Activity	Date / Venue	Remarks

5. Other awards or recognitions received in 2017/2018

(*Note: Please attach extra information and photos).

Criteria :**1. Product**

- Local product
- Product promotion and marketing.
- Quality of handicrafts and souvenirs.
- Product presentation and packaging.
- Price and Value for money.

2. General Exterior & interior of outlet

- General impression & attraction.
- Capacity & access.
- Signage appeal.
- Ventilation & lighting.

3. Fitting/ Furniture & Equipment

- Décor setting [uniqueness and creativity in its design and harmony with the environment [(in comparison with similar attraction elsewhere if any)].
- Ambience, lighting and setting.

4. Other

- Staff(Skills, Assistance, uniform, well-trained, etc)
- Special attraction and uniqueness of outlet.
- After sale services (Repackaging and Forwarding services).
- MUST In compliance with trade license & permit.



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Handicraft Product

Picture of product

1. Nominee / Calon

Name / Nama

(Artisan/ Designer/ Maker): _____
(Artis/Pereka/Pembuat)

Company Name/Nama Syarikat : _____

Address/Alamat : _____

Phone : _____ Fax : _____

Mobile : _____ Email : _____

2. Product Information / Maklumat Produk

Categories/Kategori Textile/Tekstil Forest Based / Hasil Rimba
 Ceramic / Seramik Metal/Logam Beads/Manik

Product / Produk : _____

Base Material Used /
Bahan Utama Digunakan : _____

Product Line/ Jenis Produk : Souvenir/ Cenderamata
 Daily Use/ Kegunaan Harian Fashion/ Fesyen
 Interior Design/ Hiasan Dalaman
 Other/ Lain-lain

Cultural References /
Rujukan Budaya : _____Possible Usage /
Kegunaan Utama : _____

Colour / Warna : _____

Technique / *Teknik* : _____

Size / *Saiz* : L : _____ W: _____ H: _____ D: _____

3. Market Information / *Maklumat Pemasaran*

Production Cost / *Kos Pengeluaran* : _____

Price FOB / *Harga Jualan* : _____

Target Group/

Sasaran Pengguna : _____

Monthly Production

Capacity/ *Kapasiti*

Pengeluaran Bulanan : _____

4. Special attraction and uniqueness of handicraft product/ *Keunikan dan Daya Tarikan Produk kraf*

5. Product Sales / *Jualan Produk:*

Year/ <i>Tahun</i>	Sales / <i>Jualan</i>
2017	
2018	

6. Other awards or recognitions received in 2017/2018 / *Anugerah atau Penghargaan Yang diterima pada tahun 2017/2018*

- i. _____
- ii. _____
- iii. _____

(*Note: Please attach extra information and photos).

Criteria/Kriteria :

1. Design / *Rekabentuk*

- Product Innovation and Creativity / *Inovasi dan Kreativiti Produk*
- Authenticity of design / *Keunikan dan keaslian Rekaan*
- Aesthetic value (motif, shape, color) / *Nilai estetika (motif, bentuk, warna)*

2. Material / *Bahan Mentah*

- Introduction of new material / *Pengenalan bahan mentah baru*
- Combination of material / *penggabungan penggunaan bahan mentah*
- Product finishing / *kemasan produk*

3. Function / *Fungsi*

- Specific function / *fungsi spesifik*
- Multi-fuction / *kepelbagaian fungsi*
- Product life span / *jangka hayat produk*

4. Commercial Value / *Nilai Komersial*

- Pricing / *harga*
- Production time frame / *jangkamasanya pengeluaran*
- Packaging / *Pembungkusan*