

Appendix 1

The SME Magazine editorial features

COVER STORY

Whether the economy's hurting or booming, there are always common issues and circumstances that SMEs face. The cover story could be about the talk of the day, or a feature about how SMEs are reacting to a particular trend or change in the bigger environment. It aims to present interesting viewpoints from those affected or unaffected by the change, as well as practical solutions.

OPPORTUNITIES

- Looming, hot and happening

This section will highlight the geographic and business market opportunities available, including where to go for networking sessions, and how others have seized or are seizing the day.

TOWKAYS

- Calling the shots

For the more established SMEs, Towkays epitomises the grown-ups in the enterprise landscape. Companies featured here are usually recognised in their industry, or -- if they are family businesses -- have survived at least two generations. They may be homegrown towkays, or foreign entrepreneurs who have come from other parts of the world and made Singapore their business base.

TOOLS

- How to get there

The resources to leapfrog from good to better, and from better to best. These can range from information/advice on HR management, branding, new technologies, financing, etc.

NOVICE

- Pointers for the amateur

This is a section for budding entrepreneurs and fledgling start-ups with fewer than 7 years of operation. It should provide learning pointers and inspiration, with room to answer plenty of "how-to" questions.

OFFBEAT

- Beyond the business

Executives have varied interests outside the office too. And they need to know where are the best places to dine, play golf, unwind or learn about those who share their exquisite tastes/hobbies.