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| Entries are invited from all companies with under 20 employees. They can be trading in straight forward or complex areas, running on-line, situated on the high street, in industrial, office or other business premises or working from home. Running a business presents unique challenges in terms of logistics, skills and management. They should be able to demonstrate how their company has successfully achieved a balance of core business activities including financial growth, ongoing sustainability, operations, HR, sales and marketing, alongside giving clear reasons for their continuing viability within the wider business environment. They will give evidence of measurable, demonstrable improvement achieved throughout the last twelve months, as well as outlining any provable positive social impact on the local community. | |  |
| **First Name** |  |  |
| **Last Name** |  |  |
| **Phone Number** |  |  |
| **Email** |  |  |
| **Business Name** |  |  |
| **Business Trading Commencement Date (If applicable)** |  |  |
| **Number of employees** |  |  |
| Describe your business/ organisation.  Please include things such as Skills and services offered and activities undertaken. **Max 100 words** |  |  |
| What is unique about your business/ organisation  and how does it demonstrate excellence in your industry?  **Max 150 words** |  |  |
| What was your greatest achievement in the last 12 months?  **Max 150 words** |  |  |
| What was your greatest challenge in the last 12 months and how did you respond to it?  **Max 150 words** |  |  |
| Evidence of improved financial performance, increased profitability, turnover or market share.  **Max 50 words** |  |  |
| How do you plan to grow in the next 12 months?  **Max 100 words** |  |  |
| How does your business support charities or the community?  **Max 100 words** |  |  |
| Please tell us about any marketing or other initiatives that you have carried out this year that you feel have helped to increase sales?  **Max 100 words** |  |  |
| Please include any professional or trade qualifications that staff have which are relevant to your entry. **Max 50 words** |  |  |
| Within your business /organisation, what training, development or support do staff receive.  **Max 100 Words** |  |  |
| Please enter any reviews, comments, testimonials that you feel will support your entry.  **Max 1 side of A4** |  |  |
| Supporting visual material, ie photos of premises, an event, staff etc.  **Max 2 sides of A4.** |  |  |
| How do you ensure that your customers are happy?  **Max 100 words** |  |  |
| How does your business support the local economy? ie suppliers, employment etc.  **Max 100 words** |  |  |
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| **Judges Comments:** | | |