



## ENTRY FORM QUESTIONS

After you've filled in all your contact details, here's the questions you'll be asked to fill in about your company. While you can save as you go, we recommend writing the answers out and then cutting and pasting them into the online form just in case.

You will also be asked to upload any images you have too. We recommend plenty of the showroom - both internal and external.

1. What date did the business in question start:
2. What is the concept and story behind the business?:
3. What marketing and promotion have you done to get the word out?:
4. How many staff do you employ?:
5. Briefly describe your target audience...:
6. Briefly describe specific features that set your business apart from competitors...:
7. Detail how your business has reacted to the changing market conditions. How have you adapted? What lessons have you learnt?:
8. What plans do you have for the next 12-18 months?:

These are the criteria the judges will use to score your entry so you might want to consider these when giving your answers.

- Concept and execution
- Marketing to target audience (includes digital)
- Product and supplier choice for target audience
- Future plans
- Unique ideas and initiative
- Potential for longevity