

## 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 of course, both internal and external, but we also suggest any other images that demonstrate your all-round performance and achievements during the year - completed projects, events, new initiatives etc.

1. What year did your business start?:
2. What is your approximate turnover? (for judges eyes only):
3. How many staff do you employ?
4. Briefly describe specific features that set your business apart from competitors. What do you do differently?
5. What marketing do you do to drive footfall? How do you measure success?
6. How do you ensure you and your team offer the best possible customer service and expertise?
7. Briefly describe new initiatives you have done or started in the past 12 months...
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.

- Progression and development in the last 12 months
- Demonstrable business plan
- Staff care and management
- Marketing to target audience
- Unique ideas and initiative
- Understanding target audience