Graphical user interface

Description automatically generated with low confidence



1. The entrant should demonstrate how the business compares against its competition and how it has gained a competitive edge including through: diversification into new products and markets, research and innovation, commitment to quality, and innovative marketing and communications.
2. The entrant should evidence how they have improved their business and its financial performance through staff training and development.
3. The entrant should demonstrate how they ensure high service standards and deliver exceptional customer care to drive new and repeat business.
4. The entrant should evidence the wider contribution that they have made to Doncaster’s economy and communities through wealth and job creation and also through corporate, social, and environmental responsibilities.



**SME Business of the Year**

**This award will be presented to the SME company that best demonstrate all-round excellence in business.**

**Criteria**

1. The entrant should describe their business in 400 words or less enabling judges to gain an understanding of their company, its history, customers, competitors, challenges, opportunities and anything else that the entrant feels is relevant **(unscored).**
2. The entrant should demonstrate the vision for their business, performance against that vision, sustained growth and a strong financial performance. The entrant should provide the following financial data.

**2019/20**

**2020/21**

**2021/22**

Turnover

Profit



Type Here

Type Here

Type Here

Type Here

Type Here

Type Here

Type Here

Type Here

❚ Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures.

Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).



**Please note:**

❚ All questions are given equal weighting.

❚ All completed entry forms and evidence must be returned to [events@doncaster-chamber.co.uk.](mailto:events@doncaster-chamber.co.uk)

**Entrant Details**

**Entries Close:** Sunday 24th July 2022

**1. Company name**

**2. Contact name**

**3. Address**

**4. Work phone number**

**5. Mobile number**

**6. Email address**

**7. How many employees does your company employ? (Full-time equivalent)**

**8. What is your annual turnover?**



Type Here



**Question 1**

**Please describe your business: its history, customers, competitors, challenges, opportunities and anything else you feel is relevant.** (Max. 400 words, **unscored**)



Type Here



**Question 2**

**Please demonstrate the vision for your business, performance against that vision, sustained growth and a strong financial performance. Please also provide the following financial data.**

(Max. 400 words)

**2019/20**

**2020/21**

**2021/22**

Turnover

Profit



Type Here



**Question 3**

**Please demonstrate how your business compares against your competitors and how you have gained a competitive edge including through: diversification into new products and markets, research and innovation, commitment to quality, and innovative marketing and communications.**

(Max. 400 words)



Type Here



**Question 4**

**Please evidence how you have improved your business and its financial performance through staff training and development.**

(Max. 400 words)



Type Here



**Question 5**

**Please demonstrate how you ensure high service standards and deliver exceptional customer care to drive new and repeat business.**

(Max. 400 words)



Type Here

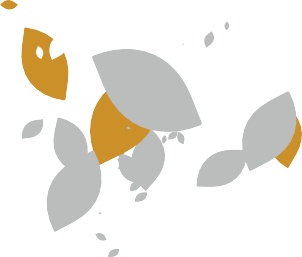


**Question 6**

**Please evidence the wider contribution that you have made to Doncaster’s economy and communities through wealth and job creation and also through corporate social and environmental responsibility activities.**

(Max. 400 words)





**Thank you for entering the Doncaster Business Awards. Good luck!**