

EKSBA 2020

- You are encouraged to use pictures and graphs, but only if they add to the 'story' of your business, not just for decorative purposes.
- Use bullet points and tables if it helps to answer the questions.
- Applications should be in a minimum of 11pt in an easy to read font such as Arial or Calibri.
- 250 words is roughly half a page of A4 in 11pt font.
- Please stay within the word count, content over the count will not be used in the judging process. Words used in graphs or customer testimonials are not included in your word count.

Section 1 – Business overview

1a	<p>Provide a general overview of your business, including a brief history and summary of your current operations. (250 words)</p> <p><i>Your answer should demonstrate your eligibility for the category you are entering and also set the scene for the judges. Remember, it is likely the judges have never heard of your business or are not involved in your industry.</i></p>
1b	<p>Describe your products and/or services. What makes your business unique and sets you apart from your competitors? (250 words)</p> <p><i>Clearly explain why potential customers would choose your business rather than your competitors. What is unique or special about your business – location, product range, innovative systems, exceptional service?</i></p>
1c	<p>Provide an overview of the financial performance of your business over the past 12 months and how this compares to previous years. (200 words, excluding graphs and charts)</p> <p><i>The judges want to see how well your business has performed, so give them either actual figures or percentages to show year on year comparisons of your revenue, COGS, gross profit, expenses and net profit. If you are in the early stages of your business or you have recently invested in developing the business, explain how this has impacted on your financial performance. This answer is best provided in graph or chart format.</i></p>

Section 2 – Business planning

2a	<p>Describe your business goals over the past 12 months, the strategies you've used to achieve these goals and the results. (250 words)</p> <p><i>The judges want to know about your business planning, so describe the goals you achieved over the previous 12 months, including details of the practical strategies employed and the specific results you achieved.</i></p>
2b	<p>Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (250 words)</p> <p><i>This response should highlight any changes you have made to your business operations, such as streamlining systems, introducing new products/services or sustainability initiatives. Try to provide specific outcomes as to how the innovations have helped your business.</i></p>
2c	<p>What are your future goals for the business and what specific actions are you taking to ensure you achieve them? (250 words)</p> <p><i>This response should summarise your future plans and also what changes you are making or will need to make to your business operations to ensure the goals can be achieved. For example, will you need to move to bigger premises, employ more staff, launch new product lines?</i></p>

Section 3 – Marketing

3a	Describe your target customers, how you market to them and the effectiveness of these activities. (350 words) <i>You should clearly profile your ideal customers in this answer and how you promote your business to them. For example do you use social media, website and strong SEO strategy, or maybe networking and traditional press advertising? Include details of how you measure success and details of the results from each marketing activity.</i>
-----------	---

Section 4 – Customer service

4a	What strategies does your business use to create and retain loyal customers? (250 words) <i>This response should clearly describe what you do to ensure your customers come back for more, or spread the word to family and friends. For example, do you have a loyalty program? Do you use social media to build a relationship with your customers? What are your customer service policies and procedures?</i>
4b	What processes do you have in place to measure customer satisfaction? (250 words) <i>Describe the ways in which your customers can provide feedback, is it through online avenues such as social media or review sites, or in person? Also include the processes you have in place to respond to feedback and detail how you action customers' suggestions.</i>

Section 5 – Staff (if you don't employ staff go to section 6)

5a	What strategies do you use to recruit, retain and motivate staff? (250 words) <i>The judges want to know about your staff, but more importantly they want to know what you do day-to-day and in the longer term to ensure that your staff enjoy working for you and feel appreciated.</i>
-----------	---

Section 6 – Business ethics

6a	How do you ensure that your business minimises its impact on the environment? (250 words) <i>Your answer should describe the practical ways in which you reduce your environmental footprint. For example, do you have rainwater tanks, LED lighting, a paperless office, recycling, carbon emission reduction strategy etc?</i>
6b	Demonstrate how your business has had a positive effect on the local community? (250 words) <i>Clearly describe your involvement in your local community including any economic and social benefits this has provided for the community (and your business). For example, do you try to source supplies locally, employ local staff, donate to charities or participate in community events?</i>