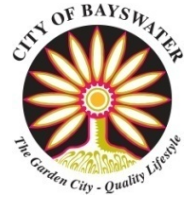
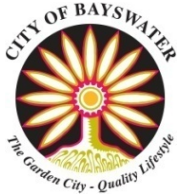


**2010 SMALL BUSINESS AWARDS**



Gold Sponsor



Silver Sponsors



Bronze Sponsors



**ENTRY FORM**  
(to accompany your entry)

Business Name: .....

Name: .....

Address: .....

.....

Tel: ..... Fax: .....

Email: .....

ABN: .....

Categories  
Entered: .....

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I/We accept that:

- Entries close 21<sup>st</sup> June 2010.
- The judges reserve the right to rule on the eligibility of entrants and to place entrants in an alternative category should it be deemed necessary.
- The judges' decision is final and no correspondence will be entered into.

Signature: ..... Date: .....

**GALA AWARDS DINNER**  
The formal presentation dinner will be held at the Wellington Room, Morley Sport & Recreation Centre, Friday 9<sup>th</sup> July 2010. Finalists and Winners will be announced on the evening. Tickets can be purchased from the CEBA office.



## CENTRAL EASTERN BUSINESS ASSOCIATION & CITY OF BAYSWATER



## 2010 SMALL BUSINESS AWARDS

### CONDITIONS OF ENTRY

#### WHO CAN ENTER

- Any small business in the Central Eastern Metro area.

#### WHY ENTER?

- To gain recognition of your business achievements.
- To improve your business profile by branding your business as a Finalist or Winner.
- Simply entering is a constructive, reflective tool of your business operations
- To drive business improvement within your company.

#### PREPARING AND SUBMITTING YOUR ENTRY

- Please provide answers to the following questions as the basis for your written submission including any further information or material that you feel may assist your entry.
- The general questions apply to ALL categories. There are additional specific questions that apply to each category.
- Answer all of the general questions plus the additional questions pertaining to the particular category you are entering.
- You may enter multiple categories, including Small Business of the Year.
- Submit your entry by close of business **21<sup>st</sup> June 2010.**
- You may include marketing material or testimonials to support your application.
- Submit your application with the cover page detailing all your business and contact details.
- Either post your entry to CEBA, PO Box 180, Morley WA 6943 or email [ceba@inet.net.au](mailto:ceba@inet.net.au)

## GENERAL QUESTIONS

- Please tell us about your business and the product or service it provides.

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- How do you keep track of your business performance?

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- How do you attract and retain customers?

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- Explain your approach to overcoming problems and give some examples.

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- What have been some of your major successes?

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- How do you plan for future development of your business?

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- What is your commitment to staff training?

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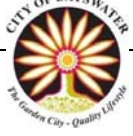
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**ADDITIONAL SPECIFIC QUESTIONS FOR EACH CATEGORY**

|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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|  | <p><b>City of Bayswater<br/>Small Business of the Year Award</b></p> <ul style="list-style-type: none"> <li>• How do you identify your key strengths, weaknesses, market opportunities and threats?<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> <li>• What continues to motivate you?<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> </ul> |
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|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>Community Newspaper Group<br/>Best Retail Business Award</b></p> <ul style="list-style-type: none"> <li>• What is your competitive edge in the marketplace and how have you achieved it?<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> <li>• Describe your marketing strategy for your target market.<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> </ul> |
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|  | <p><b>Lynn &amp; Brown Lawyers<br/>Best Service-Based Business Award</b></p> <ul style="list-style-type: none"> <li>• Describe your commitment to customer service.<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> <li>• What innovative practice have you implemented that contributes to your success?<br/>                     _____<br/>                     _____<br/>                     _____<br/>                     _____</li> </ul> |
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**Action Coach  
Best Commerce or Industry Business Award**

- What improvements would you implement as a result of gaps between planned and actual performance levels?  
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\_\_\_\_\_  
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\_\_\_\_\_
- What innovative practice have you implemented that contributes to your success?  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_



**Small Business Development Corporation  
Best Home-Based Business Award**

- What was the driving force that inspired you to start your business?  
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\_\_\_\_\_  
\_\_\_\_\_
- Where do you see your business in five years' time?  
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**Bob Meade – CEBA Life Member  
Best New Business Award (under 2 years old)**

- How did you research your business idea to ascertain viability?  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What problems did you encounter during your business startup? *(please provide the date your business began trading)*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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**City of Bayswater  
Best Environmental & Sustainable Business Award**

Provide an overview of the environmental initiatives and best management practices adopted for your business that demonstrates a commitment to the environment, in line with industry codes of practice.

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**Central Eastern Business Association (CEBA)  
Best Franchise Business Award**

- How does your performance compare to your Franchisor's standards?

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- Provide details of your achievements in regard to store/vehicle presentation levels as set by your franchisor?

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