



OMAGH
BUSINESS
AWARDS
TWENTY-ELEVEN

**Awards, Criteria
& Entry Form**

Retailer of the Year Award

This award celebrates Retailers, from all over the district, who are really going places. Applications are invited from retailers of all sizes who can show they have ambition, energy, skill and vision to really scale the heights. Applicants will be assessed on the following criteria:

- Meeting/Exceeding Customer Expectations
- General Retail Standards
- Store Services
- Customer Care
- Who is your customer base and what makes your business special
- Performance of the current business
- Future Plans for the business, and how these will be achieved

Excellence in Customer Service Award

The judges will be looking for a customer focused business committed to offering the highest levels of service to each and every customer. This category will be judged on the following criteria:

- First Impressions
- Customer Care
- General interaction with the Customer
- Meeting/Exceeding Customer Expectations
- Telephone Manner
- Staff Training

Excellence in Business Practice Award

This award is about customer focus, innovation and business development, not just about size or sales. Applications are invited from businesses that can demonstrate excellence in one or more of the following areas:- Customer Service, Business Development or Managerial Processes. Applicants will be assessed on the following:

- Management and system procedures recently implemented that have measurably enhanced the operation and competitiveness of your organisation
- Have you identified a customer need and/or delivered excellent customer service that is demonstrated by increased customer loyalty and retention
- Business Growth experience within business and how this has a major impact on your business
- The development of a product and/or service that has had a major impact on the growth of your organisation and has measurably enhanced the product/service offered
- Demonstrate an innovative approach to ongoing business development

Best Start Up Business Award

This award is open to all businesses that have started within the last 2 years. The recipient will have displayed a strategic approach to business, successful implementation of a business strategy and will have good prospects for the future. Applications will be assessed on the following criteria:

- Company profile detailing products, staff, company history, customers and current market conditions
- Key business objectives since opening and steps taken to achieve this
- Business growth since starting e.g. sales, staff, market share, products
- Business competitive edge over other industry competitors
- Evidence that company will have good prospects for the next twelve months- Business Plan/Strategy/Projections

Excellence in Marketing Award

This award explores the creative world of marketing and the recipient will have demonstrated flair, inventiveness and improvisation through the usual marketing techniques and online tools. This category will be judged on the following criteria:

- Demonstrate how marketing has assisted in the growth of your company
- Clearly show the use of digital marketing and use of social media
- Demonstrate how marketing has changed the positioning of the company
- Provide a description of how success was measured
- A comprehensive list of all the tools and techniques used

Growth through Export Award

This award offers applicants the opportunity to receive recognition for the growth in their business through export during the last two years. Judges will consider growth in export sales to countries outside Northern Ireland and Great Britain. They will also be looking at the applicants' strategic plans to sustain this success. Applicants will be assessed on the following criteria:

- Company profile detailing products, staff, company history, customers and current market conditions
- Export sales growth over the past two years in terms of sales outside Northern Ireland and Great Britain, export markets entered, market share and how this has been achieved
- Strategies in place to maintain this export growth and further export growth
- Percentage of business that is export

Ulster Herald/Omagh Chamber of Commerce Business Person of the Year Award

The recipient of this award will have been nominated for their total commitment to the enhancement of business life within the District. Nominations can be made for either an individual or a private business.

The judges will be looking for evidence of some of the following merits:

- Evidence of commitment over and above normal expectations
- Investment in the future of Omagh District
- Benefits to the business environment
- Benefits for residents and visitors to Omagh District
- Commitment to a vision for the District of Omagh
- Job creation
- Inward Investment
- Exporting

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- Entry Form -

The Omagh Business Awards 2011 are FREE to enter and open to any business in the Omagh District.

1. Details

Title: _____ Forename: _____ Surname: _____

Job Title: _____ Company Name: _____

Address: _____

Postcode: _____ Tel: _____ Email: _____

2. Categories (Please tick all that apply)

- Retailer of the Year Award Excellence in Customer Service Award
- Excellence in Business Practice Award
- Best Start Up Business Award Excellence in Marketing Award
- Growth through Export Award
- Ulster Herald/Omagh Chamber of Commerce
Business Person of the Year Award

3. Background Information

Date of Business Commencement: _____

4. Key Questions

Describe (on a separate sheet), in fewer than 200 words, the three most important/seminal dates in the company's history.

5. Application Information

Summarise (on a separate sheet), in fewer than 1000 words why your company should win the category of award which you are applying for. Your application should address the criteria against the award(s) you are applying for.

6. Additional Information

We welcome the provision of all relevant material that will act in support of your entry. Examples may include press cuttings, product samples, testimonials, brochures and a business plan.

7. Rules

- To enter, you will need to complete an entry form and answer the key entry questions for the category you are entering. The entry should be clearly presented so that it is easy for the judging panel to read
- Entering more than one category is allowed. Photocopied entry forms accepted
- The person responsible for submitting the entry must sign the form
- The closing date for all entries is 10am Friday 29th July 2011. The judges decision is final and no correspondence will be entered into
- Recipients will be announced at the awards gala dinner on 7th October, 2011, held at Kelly's Inn
- The Judges reserve the right to request verification of facts presented

8. Nominate someone for Ulster Herald/Omagh Chamber of Commerce Business Person of the year.

You can nominate yourself or a business colleague for this award by submitting this entry form with your full details plus the details of the person you're wishing to nominate. This should be accompanied by a citation of no more than 200 words on how the individual has contributed to the economic development of Omagh. Please return as detailed below.

9. Declaration

I confirm that I am the person submitting this entry and that to the best of my knowledge the information provided on this entry form is true and complete. I understand that the judges decision is final and that no correspondence will be entered into. I understand that the judges also retain the right to nominate for categories that I may not have entered if they deem it appropriate. I understand that information from my application may be used for press and publicity purposes unless otherwise stated.

Signature: _____

Date: _____

Closing date for Entry Forms is 10am Friday 29th July 2011. Please send completed entry forms to: Elaine Fyffe, Omagh Chamber of Commerce, Unit VSC1, Omagh Enterprise Centre, Omagh, Co. Tyrone, BT78 5LU