



UCKFIELD BUSINESS AWARDS ENTRY QUESTIONS.

THERE IS A 250 WORD LIMIT FOR EVERY QUESTION.

BUSINESS OF THE YEAR

1. Describe your company and its main activities
2. Describe your current and future marketing plans
3. Describe how you manage your business and what performance indicators you use
4. How do you research and develop new products or services?
5. How do you provide good customer service, and how do you measure customer satisfaction (provide testimonials and survey results if you have them)?
6. How do you involve your employees in the business Provide examples of policies or initiatives that maximise employee engagement?

SMALL BUSINESS OF THE YEAR

1. Describe your business and its main activities
2. Describe your current and future marketing plans, including how you will differentiate from and stay ahead of the competition
3. How do you provide good customer service, and how do you measure customer satisfaction (provide testimonials if you have them)?
4. How do you use technology within your business to maximise customer service and operational efficiency?
5. What additional factors make your business remarkable (e.g. Contribution to the community, sustainability, innovations)?

BUSINESS PERSON OF THE YEAR - FEMALE

1. Describe the business or businesses that you are involved in
2. Describe an innovation or change that you have introduced which has had a fundamental impact on the performance of one of your businesses
3. How do you inspire enthusiasm and cooperation from your colleagues?
4. How would your colleagues describe your leadership style?
5. Describe any additional contributions you make to the community in Uckfield

BUSINESS PERSON OF THE YEAR - MALE

1. Describe the business or businesses that you are involved in
2. Describe an innovation or change that you have introduced which has had a fundamental impact on the performance of one of your businesses
3. How do you inspire enthusiasm and cooperation from your colleagues?
4. How would your colleagues describe your leadership style?
5. Describe any additional contributions you make to the community in Uckfield

RETAILER OF THE YEAR

1. Describe your business and its main activities
2. Describe your current and future marketing plans, including how you attract new customers and keep existing ones coming back
3. Describe your involvement in the town
4. How do you provide good customer service, and how do you measure customer satisfaction (include testimonials if you have them)?

RESTAURANT, HOSPITALITY & LEISURE AWARD

1. How long has your business been established?
2. What makes your business stand out from its local competition (e.g. Style of food or experience)?
3. Describe your current and future marketing plans, including how you will attract new customers and keep existing customers coming back
4. Describe how you provide good customer service.
5. Describe any marketing, technological or operational innovations you have introduced to improve customer satisfaction, and/or operational efficiency in recent years

LARGE BUSINESS OF THE YEAR

1. Describe your business and its main activities
2. Describe your current and future marketing plans, including how you will differentiate from and stay ahead of the competition
3. How do you provide good customer service, and how do you measure customer satisfaction (provide testimonials if you have them)?
4. How do you use technology within your business to maximise customer service and operational efficiency?
5. What additional factors make your business remarkable (e.g. Contribution to the community, sustainability, innovations)?

YOUNG EMPLOYEE / APPRENTICE OF THE YEAR

1. How long has the employee worked in the organization?
2. What extra does your employee offer you over and above his or her designated role?
3. How does your nominee inspire his or her workmates to perform better?
4. What has he or she done to make themselves a better employee (e.g. Training and development they have completed, additional or extracurricular activities they have volunteered for, new responsibilities they have accepted)
5. What have your customers or colleagues said about them (describe positive comments and include testimonials if you have them)?
6. Where do you see your nominee in three years' time?

TRADESPERSON OF THE YEAR

1. Describe your business and its main activities
2. When did you establish your business, and why
3. Describe your main customers and your geographical area of operation
4. How do you intend to grow your business in the next three years?
5. How do you provide good customer service, and how do you measure customer satisfaction (provide testimonials if you have them)?
6. Describe a recent project or contract that best illustrates the standard of workmanship that you provide.

CUSTOMER SERVICE AWARD

1. How do your customers define excellent customer service and what do you do to deliver it?
2. How much of your total business do you gain from repeat business and referrals?
3. How often do you measure your customer satisfaction (please include your latest results if you have them)?
4. What customer service training do you deliver to your team?



5. If your customer has a problem, please describe your process to resolve it.
6. Please provide details of any testimonials or commendations you have received.

CONTRIBUTION TO THE COMMUNITY AWARD

1. Give examples of the type of work or initiatives this person or business has done to improve the environment/society/cultural life/business life of Uckfield or society at large
2. How long has this person or business been active in the community?
3. How can the contribution be measured in financial or societal terms?
4. Do any additional factors make this contribution remarkable? (E.g. personal circumstances, breadth of activity, time committed)?

BEST RURAL BUSINESS

1. Describe your business and its main activities
2. Describe your current and future marketing plans, including how you differentiate from and stay ahead of the competition
3. Describe how your business contributes to the rural community
4. What additional factors make your business remarkable (e.g. impact on the local community of your business, use of technology, other innovations)
5. How do you provide good customer service and how do you measure customer satisfaction (provide testimonials if you have them)?

BEST NEW BUSINESS

1. Why did you start the business, and what opportunities did you see?
2. What differentiates your business from the competition?
3. Describe your current and future marketing plans
4. How do you provide good customer service, and how do you measure customer satisfaction (provide testimonials if you have them)?
5. How can you show that your early success is sustainable?

OUTSTANDING ACHIEVEMENT AWARD

1. What is the name of the person you would like to nominate?
2. What is the name of the business/organisation that the person represents?
3. Please tell us why you are nominating this person for the Outstanding Achievement Award