

PREVIEW QUESTIONS

AWARD: SMALL BUSINESS OF THE YEAR

CONTACT INFORMATION	NOMINATED COMPANY
First Name	Company Name
Last Name	Postcode
Telephone	Website
Email	

GUIDANCE

FREE
to enter

Below are the questions for the award listed above.

Each question has a maximum word limit of 250 words.

Once you are ready to enter, please visit www.uckfieldbusinessawards.co.uk to submit your answers. *(All the information you provide will be treated in the strictest of confidence and will not be shared with anyone other than the judges.)*

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 and survey results 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, innovation)*

PLEASE NOTE

You may be asked to interview as part of the judging process. If you are shortlisted we will be in touch after entries close to agree a time/date with you.

Entries close: **6th September**

Submit your answers at uckfieldbusinessawards.co.uk

Good luck