

# Creative Services Business of the Year

The following questions are **prompts** to help you complete your application. We encourage you to tell the story of your business and don't be afraid to use personality! The more information you can provide, the better, so the judges understand who you are, what you do, and why your business deserves to win this category. Good luck!



## **Part 1: Business Overview**

**Word count: 100 - 300 words**

Describe your business. Who are you? What do you do? When did you start?

Where are you based? Where do you/your team(s) work from?

Do you operate at a local, national or international level?

Why did you start your business? Tell your story.

Who is your target market and how do your services/products benefit them?

How many people do you employ (if any)? How do they support your business?

How do you plan on developing and growing your business? What is your short and long term plan?

## **Part 2: Business Highlights**

**Word count: 200 - 600 words**

Highlight success stories. What has been the most notable accomplishment(s) to date? Have you won any awards or been recognised for your work?

Have you overcome any challenges? If so, how?

How has your business grown since it started?

What makes you stand out from your competitors?

How do you support your employees' wellbeing and performance?

What is your main focus for this year?

Include sales achievements/financial forecasts, etc (if relevant).

## **Supporting Information**

You can upload up to three documents to support your application. This could include reviews, testimonials, certificates, evidence, charts, news cuttings, etc.