

2020 MICRO BUSINESS OF THE YEAR Award Application

Micro Enterprise of the Year recognizes a small business with 1-5 employees that has demonstrated significant business achievement, growth, and/or other significant business milestones in the past year.

The winning business will have stated their critical success factors and clearly demonstrated how they have achieved meeting their goals in these factors.

The business must meet the following criteria:

- ☐ Be a for-profit business with a substantial base of operations in the communities of Warman or Martensville or surrounding rural areas.
- ☐ Have a valid business license in the city of which they operate in.
- ☐ Employee less than 5 employees
- ☐ Be in operation for 3+ years as of December 31, 2019.
- ☐ Not have been the recipient of this award in the previous two years.

*****All information is treated in a strictly confidential manner. *****

Staying within the maximum word count, please enter as much information as you feel will be relevant to demonstrating how your business is deserving of the Business of the Year Award.

In addition to this form, please include the following:

- ☐ Company's logo in EPS (vector) file
- ☐ Company bio that can be used should you become a finalist (60 word limit)
- ☐ Images that represent your company (e.g., staff photos, clients, products/services provided, etc.) Should you become a finalist, these photos will be used to showcase your business in the finalist vignettes. Professional photos are encouraged.

NAME OF COMPANY:

Are you a member of the Prairie Sky Chamber of Commerce

☐ Yes ☐ No

Contact Person (first & last name):

E-mail Address:

Phone Number:

Company Website:

Social Media Properties (if applicable):

Facebook:

Instagram:

Twitter:

Other:

1. In 3 sentences, please provide a brief description that highlights your business. What would you like people to know about your business (story, staff, products/services offered, your mandate, etc.) This information will be used in the video vignette at WMEBXA should your business be chosen as one of the finalists.

2. Describe your target market(s) and their needs? What innovative methods do you use to promote to them? (Limit of 500 words)

3. Describe how your product and/or service fits a niche not being adequately addressed by the competition. How does the smaller size of your business contribute to your competitive advantage? (Limit 500 words)

4. Understanding who your primary competitors are, how have you positioned yourself to maintain your competitive advantage? Demonstrate how you are able to adjust to a changing environment. (Limit 500 words)

5. What strategies have been implemented to maintain staying power and financial stability? (Limit 500 words)

6. What is your level and type of community involvement? (Limit to 500 words)

7. Discuss challenges that your business has encountered and how they were overcome? (Limit to 500 words)

8. Demonstrate the quality and type of customer service you offer and how that has impacted the level of customer loyalty you have. (Limit to 500 words)

9. Please provide up to five (5) documents to support your application such as letters of articles or company reports, external performance reports, employee support, references, etc. (attach separate documents to e-mail) Please list all attachments below.

- 1)
- 2)
- 3)
- 4)
- 5)

Before you submit your application ensure you have included the following information (any missing information will result in your application being denied):

1. Application is complete. (Response are all under 500 word limit)
2. Your business logo (vector format) is attached.
3. Business bio (maximum 60 words) – Should you be chosen as a finalist this is used as a business description in the event program.
4. Supporting documents (max 5)
5. Photos (8-10)

***Professional photos are strongly encouraged as they are used in vignettes to showcase all finalists at the WMBEXA Gala.

For the month of January, the following photographers are offering professional photography sessions for a special rate of \$250 + taxes. For more information or to book your session, please contact below:

Finelite Photography & Design (306) 683-9661

Studio 2.0 Interior Design, Photography & Construction: (306) 262-6884