

## Judging Criteria

The competition is open to new ventures, innovations or businesses looking to do something different in terms of product or dramatic growth. Businesses must be based within the Staffordshire Moorlands area and must not have been trading prior to 1<sup>st</sup> February 2016.

**Application Form** - This must be completed fully to be accepted.

Name of Entrants:

Address for Correspondence:

Contact Number:

Email Address:

How did you hear about the competition?

## Business Details

Business Name:

Business Address:

Launch Date:

Social Media Details for Business:

Short Business Description (10 words max):

Outline the background to your business, how the need for the business was identified and how it has developed (300 words max)

Who is your target audience/customers? How will you attract and grow this market?  
(100 words max):

Financial Performance Information:

Delete as appropriate	Year 1 Actual/Estimate	Year 2 Actual/Estimate	Year 3 Actual/Estimate
Turnover	£	£	£
Gross Profit	£	£	£
Overheads	£	£	£
Operating Profit	£	£	£

What are your future plans for your business?

Who are the business owners and why should we choose you (100 words max)

If you have any enquiries please email us at [jed@accountancy4growth.co.uk](mailto:jed@accountancy4growth.co.uk)