



Mobile Area Chamber of Commerce

2015 Small Business of the Year Award Application

Complete this application in full. Supporting materials may be mailed or delivered to
451 Government St. Mobile, AL 36602. Attention: Small Business Development Department

Company Information

Business Name: _____

Contact name: _____ Title: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Telephone (1): _____ (2) _____ Fax: _____

Email: _____

Website: _____

General Information

When was the business established? _____ How long has current ownership been in place? _____

How long has the company been a Mobile Area Chamber member? _____

Number of Employees: 2011 _____ 2012 _____ 2013 _____

- In what industry is your business? (ie. manufacturing, retail, service, healthcare) NAICS code _____
- What is your company's mission? (up to 100 words)
- Describe the business. (up to 200 words)

Customer Base

- Describe the company's target market and ways you grow your customer base. (up to 100 words)
- How do you measure customer service? (up to 100 words)

Employment Practices

- Describe the types of positions your company provides and benefits offered to employees. (up to 200 words)
- Describe innovative strategies used for recruiting, retaining, rewarding or training your employees? (up to 200 words)

Entrepreneurship

- How has your business grown through innovation, new products and services, etc. (up to 200 words)
- What unique business practices has your company implemented to address challenges and/or adversity? (up to 200 words)

Community Involvement

- Describe how your business gives back to the community. List community service activities and organizations the business contributes to in time and/or financially and how. (up to 100 words)

Financial Position

Approximate percentage (%) of growth in sales: 2011_____ % 2012_____ % 2013_____ %

Please explain the above percentages. If your business has not sustained growth in the past three years, explain the issues which caused a downturn in growth. If growth declined, explain the problems that your business faced and the methods used to solve them. If growth has been sustained, explain the strategies behind this accomplishment. (Financial Position is a portion of the evaluation criteria, a sales decline will not eliminate a company from consideration.)

Strategy

If your company has a formal business plan, how has it helped guide your success? *(Please attach a copy of the business plan executive summary.)*

If you do not have a formal business plan, how have your basic goals and strategies helped guide your success?

Extra information (but not necessary): We encourage you to include additional documentation you believe appropriate to support your application (i.e. marketing materials, brochures, press clippings, photos and reference letters).

References *(you must submit a written letter of reference from either your attorney, CPA or banker.)*

List two business contacts:

Contact 1: _____ Phone: _____

Company: _____

Contact 2: _____ Phone: _____

Company: _____

Signature

The information provided is true and factual.

Owner/President

Date

If you are chosen as a Small Business of the Year finalist, excerpts of this information may be used in marketing and publicity efforts.

What the Judges Look For:

A volunteer committee will confidentially review and evaluate the applications and choose the finalists from the information provided based on the following criteria:

- **Staying Power** – The company has a substantiated history as an established business. It shows proof of growth, expansion, reputation and good business practices. The company describes response to adversity and challenges it has faced.
- **Economic Impact** – The company shows evidence of economic impact through job creation, including the types of jobs and wages increasing net wealth, local investment, revenue and profit growth, and value for stakeholders or expansion regionally, nationally or internationally.
- **Innovation** – The company illustrates creativity, ingenuity and inventiveness in problem solving to expand customer base and market share or improve business techniques. It explains products or services that meet existing or new market needs, unarticulated needs, or new devices or processes that achieve improved results.
- **Community Contribution** – The company demonstrates a commitment to community service financially and/or by encouraging and allowing employees to participate in service activities that make a social or economic impact in the community.
- **Strategy** – The company explains its plan for future growth including expansion, addressing competitive threats and sustainability. It has a formal business or growth plan with specific and measurable goals.

Deadline: Friday, December 12, 2014 by 5 p.m.

Return the completed application along with any supplemental materials presented in an organized manner to the Mobile Area Chamber of Commerce, Small Business Development Department, 451 Government St., Mobile, AL 36602.

For more information contact Danette Richards at drichards@mobilechamber.com or 251-431-8652.

