



# Mobile Area Chamber of Commerce

## 2017 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: 2013 \_\_\_\_\_ 2014 \_\_\_\_\_ 2015 \_\_\_\_\_

- In what industry is your business? (ie. manufacturing, retail, service, healthcare) NAICS code \_\_\_\_\_
- What is your company's mission?
- Briefly describe the business: the company's history, products or services provided, etc.

**A volunteer committee will confidentially review and evaluate all submissions and choose the finalists from the information provided in the following areas:**

### Business Growth, Operations and Impact

#### **Employment:**

- Describe the types of positions your company provides and wages.
- What innovative strategies are used to recruit, retain, reward or train your employees?
- Are benefits offered?
- Explain the management structure and opportunities for advancement.

#### **Financial Position:**

Approximate percentage (%) of:

Growth in sales:	2013 _____%	2014 _____%	2015 _____%
Growth in employment:	2013 _____%	2014 _____%	2015 _____%
Growth in profitability:	2013 _____%	2014 _____%	2015 _____%

Please explain. If your business has not sustained growth in the past three years, explain the issues that your business faced and the methods used to solve them. If growth has been sustained, explain the strategies behind this accomplishment. (A sales decline will not eliminate a company from consideration.)

### **Innovation and Entrepreneurship**

- How has your business grown or expanded through innovation, new products or services, exporting, etc.
- Describe any unique, innovative or creative approaches in areas of product development, marketing, etc.
- Describe challenges your business has faced and methods used to successfully overcome them.

### **Business Strategy**

- Describe the strategic vision for the company for the next three years. 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 available.)*
- If you do not have a formal business plan, describe how your basic goals and strategies helped guide the company's success?

### **Customer Service and Market Strategy**

- Describe the company's target market and ways you grow your customer base.
- How do you differentiate yourself from the competition?
- Describe your approach to customer service, both internal and external.
- How do you measure customer service?

### **Community Involvement**

- Describe your business's community involvement and corporate citizenship in volunteer time or financially.
- Describe how the company is engaged with the Chamber committees, task forces or meetings and any networking you or your staff may be involved.

We encourage you to include additional documentation you believe appropriate to support your application i.e. marketing materials, brochures, press clippings, photos, testimonials, etc.

References: You must submit a written letter of reference from: (1) your attorney, accountant or banker; AND (2) a customer/client or vendor.

I attest the information provided is true and factual.

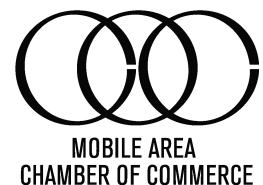
\_\_\_\_\_  
Owner/President

\_\_\_\_\_  
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.

**Deadline: Friday, December 9, 2016 by 5 p.m.**

Return the completed application and supplemental materials to the Mobile Area Chamber of Commerce, Small Business Development Department, 451 Government St., Mobile, AL 36602.



For more information, or if you have questions, contact Danette Richards at drichards@mobilechamber.com or 251-431-8652.