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| Local Enterprise Office Kilkenny National Enterprise Awards 2017 | LEO-Logo.jpg |

***Guidelines for judging criteria and marking system***

|  |  |
| --- | --- |
| ***LEO Name*** |  |
| ***Promoter*** |  |
| ***Address*** |  |
| ***Region*** |  |
| ***Date Business Established*** |  |
| ***Telephone*** |  |
| ***Email*** |  |
| ***Website*** |  |
| ***Social Media Details*** |  |

|  |  |  |
| --- | --- | --- |
| Business Plan | 20 | Total Marks |
| * Management capability / staff structure |  |  |
| * Competitiveness |  |  |
| * Growth potential |  |  |
| * Employment potential |  |  |
| * Business strategy |  |  |
| Marketing | 20 |  |
| * Marketing strategy |  |  |
| * Company’s success in national and export markets |  |  |
| * Growth in sales revenue this year over previous years |  |  |
| * Responsiveness to market trends |  |  |
| Finance | 20 |  |
| * Financial commitment of the owner |  |  |
| * Profitability of the company |  |  |
| * Strength of the balance sheet |  |  |
| * Net assets of the company |  |  |
| Technology & Innovation | 20 |  |
| * Use of technology |  |  |
| * Innovation in business e.g. finance, production, marketing, HR etc. |  |  |
| Entrepreneurial Skills of Promoter | 20 |  |
| * Leadership qualities |  |  |
| * Vision and drive |  |  |
| * Commitment |  |  |
| * Entrepreneurial capability (risk taking etc) |  |  |

**TOTAL (out of 100) \_\_\_\_\_\_\_\_**