|  |  |
| --- | --- |
| Local Enterprise Office KilkennyNational 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) \_\_\_\_\_\_\_\_**