

National Enterprise Awards 2020 Application Form

LOCAL ENTERPRISE OFFICE OFFALY

Applicant Name: _____



Please return your completed application form, together with a current Business Plan, sample of marketing material and financial statements to Local Enterprise Office Offaly, Offaly County Council, Áras an Chontae, Charleville Road, Tullamore by 4pm on Wednesday, 12TH February 2020.

2020 County Enterprise Awards – Your Chance to Shine!

Who can apply?

Client businesses that have received funding from the Local Enterprise Office. This may include any of the following types of funding:

- Feasibility Study, Priming or Business Expansion Grants
- LEO Innovation Investment Fund (LIIF)
- Irish Best Young Entrepreneur Competition (IBYE)
- Technical Assistance for Micro-Enterprises (TAME)
- Completed a LEAN Programme

Applicants must employ 10 or less employees on a full time equivalent basis, as at 31/12/2018.

There are cash prizes to be won, great publicity for your business and an opportunity to represent the County at the National Enterprise Awards Final.

The Offaly County Enterprise Awards Ceremony will take place on **Monday, 2 March 2020**. The Awards Ceremony will be a lunchtime event in the Tullamore Court Hotel.

What to Do:

- Download the form via www.localenterprise.ie (or email info@leo.offalycoco.ie for a soft copy of the application form)
- Submit with a copy of the business accounts, and any other supporting information such as sales brochure, photographs, business plan.
- Submit all by **Wednesday, 12 February 2020 at 4pm**.
- Mark your diary for the Awards Ceremony on Monday, 2 March 2020.

In the Local Enterprise Office we know what great businesses are out there, but make sure the rest of the County and your potential customers do too!

If you require assistance with the completion of the competition form, please do not hesitate to contact us on 057 93 57480. Remember, closing date for applications is WEDNESDAY, 12TH FEBRUARY 2020 at 4pm.

GENERAL INFORMATION

Name of Applicant: _____

Address: _____

Region: _____

Legal Status: (Tick one) Sole Trader Partnership Limited Company

Date of Commencement of Business: _____

Phone: _____ Business _____ (Mob)

Website: _____ E-mail: _____

Business Information

What product or service do you supply?

Describe your own background and why you set up in business?

What are the key strengths of your business?

How and when did your Local Enterprise Office help your business? (Please include the year, type and level of support i.e. Grant aid and /or Training Supports)

Has this business been grant aided by any other government agency such as Enterprise Ireland, An Bord Bia, Leader Partnership, Inter Trade etc . (If so give details i.e. Agency, Year, Grant Amount, Type etc)

Marketing Your Business

Describe what is different or innovative about your product or service?

Is your customer base local, regional, national, international? Please give details.

How do you market your business?

Are there potential new markets for your business and how do you plan to take advantage of these opportunities?

Social Media

What forms of social media do you use to promote your business and describe any campaigns you have undertaken?

Technology

How do you use technology in your business?

The Future of your Business

What long-term plans do you have for your business and how do you see it growing and developing over the next 3 years?

What do you see as the key threats/weaknesses to your business? How do you propose to address them?

Employment Details

	31/12/2017	31/12/2018	31/12/2019	Projected 2020
Full Time				
Part Time				

Financial Details

<u>Business Growth</u>	2017	2018	2019	Projected 2020
Annual Sales				
Net Profit				

<u>Investment</u>	2017	2018	2019	Projected 2020
Own Funds				
Loans				
Grants				
TOTAL				

Please provide short description of your business for inclusion in the NEA brochure – Max 50 words

SAMPLE WORDING FOR ILLUSTRATION - BROCHURE DESCRIPTION

Cork (South): Start of word count: Haven Bay Care Food Ltd. supplies a frozen range of restaurant-quality readymade meals under the 'Kinsale Gourmet' brand. The meals are handmade in Kinsale by its six staff for the retail and foodservice markets. Currently supplying all major retail multiples in Ireland, the company has also begun exporting to the UK. End of word count. Promoter: Owen O' Brien E: info@kinsalegourmet.ie W: kinsalegourmet.ie

(Please return your completed application form, together with a current Business Plan and financial statements such as your last end of year accounts / current year's management accounts to your Local Enterprise Office by WEDNESDAY, 12TH February 2020.

Signed: _____

Date: _____

Appendix 1 - Guidelines for judging criteria and marking system

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

Business Plan	15	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	25	
• 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)