



Surrey Advertiser



Judging Criteria

HINTS & TIPS

- We are looking for tailored applications that really outline why you deserve this award. What is it about being a Surrey-based business that has contributed to your success?
- Don't be too formal – tell us about the inspiration and the individuals that make your business special. Make your application stand out by being a bit different.
- Supporting material is crucial – the judges will make decisions on your application alone and not on any prior knowledge they have of your business. Supporting material may include company literature, other awards won, customer feedback – anything you feel appropriate that will enhance your submission.
- You can enter more than one category but we would need separate application forms for each.
- When filling out your application form, don't forget that you can use extra sheets if you want to write more.
- As well as finding businesses that are 'The Toast of Surrey' we are also looking for stories that make good editorial so be as detailed as you can and if you have a story to tell, make it part of your application.
- Don't leave it too late – it's easy to spot a well thought out and thorough application and just as easy to spot a last minute job that really doesn't do a business the justice it deserves.
- By all means apply online but be sure to send in your supporting material to go with your application.

good luck!

management

- Do the management have a clear vision for the business and the markets in which they are operating?
- Do they understand the key business fundamentals relevant to their company and can they demonstrate that they are applying them?

innovation

- Are the company constantly looking for ways to keep ahead of the competition? Is it using technology to gain a competitive edge?
- What % of revenue do they invest in pure R&D or product development activities?
- Do they encourage staff at all levels to innovate?

financial performance

- Is the company demonstrating positive results?
- Consider profit and turnover growth, margins, percentage and real growth, market share, employee growth, geographic penetration?
- Are they best in class?

customer service

- What are they doing to ensure that they deliver the very highest levels of customer service?
- Do they measure and manage complaints and what is customer retention like?
- Are they providing quality service and/or products?

employee development

- Does the company invest in its staff? Are there clear channels for staff to have an impact on the business?
- Are the right kind of training programmes in place and are staff making use of them?
- What is the staff turnover like - do they measure satisfaction levels?

community awareness

- What has the company done to put something back into its local area/community?

overall comment

- Additional comment on any aspect of the business
- Feedback for the business

Sponsored by...



in association with...

