



From
DIANNE GILL

Observer marketing, events & sponsorship manager

Thank you for showing an interest in the inaugural Observer Business of the Year awards for 2008.

There are many, many business in the Chichester, Bognor Regis, Midhurst and Petworth areas which, over the years, have shown tremendous commitment and innovation to survive and thrive in an increasingly-difficult environment.

It is about time those companies received the recognition they deserve.

These awards are designed to praise the businesses which always put the customer first; the businesses which show a real commitment to their staff; the businesses which take pride in being a major player in the community.

There are 13 awards for companies and individuals, plus a special presentation on the awards night for an individual who has shown an unrivalled commitment to business in West Sussex.

This pack contains everything you require to play a part in the first Observer awards.

Sponsored by



The steps culminating in YOU picking up an award comprise:

- ***Complete the forms attached. Remember, they're the judges' first impression of you and your company. Make the forms sing!***
- ***Return the forms to the Observer.***
- ***Wait to discover whether the judges have short-listed YOU for an award.***

Many of the companies entering the competition will be contacted by Observer journalists with the view to reports appearing in our series of newspapers, or the acclaimed Business Matters supplement, in the weeks leading up to the awards ceremony.

Soon after the closing date of **February 6, 2009**, the independent panel of judges will assess every entry. All the companies successfully making it on to the short-list will be offered first opportunity to buy a table the glittering black-tie Observer Business of the Year awards ceremony on **Friday, March 27, 2009**.

There is nothing to prevent companies from entering more than one category. Entry is free. The judging panel will comprise distinguished personalities from the business world.

Good luck.

We look forward to meeting you at our awards ceremony in March!



Dianne Gill



We are proud to support the Observer Business Awards 2008

To find out how we can support your business
call one of our Senior Business Managers:

Dave Parsons on 07768 987810

Paul Allen on 07919 210718

Tracey Pyett on 07917 214938



AWARD CRITERIA

Business of the Year (up to five employees)

This award recognises sole traders and small companies whose size does not prevent them delivering excellent service and quality products.

Business of the Year (six to ten employees)

We are looking for smaller businesses which compete with the 'big boys' in every way – except size. The winner will need to demonstrate a good team spirit among the employees and a strong customer service ethos.

Business of the Year (more than ten employees)

The winner will have a well-deserved excellent reputation in the community, a record of innovative measures to enhance employee relations and demonstrate a commitment to never fail to deliver on its promises and to meet – and exceed – customer expectations.

Retailer of the Year

This award will go to a retailer able to demonstrate outstanding leadership and vision and be an inspiration to other businesses

Innovation

The winner – either a company or an individual - will demonstrate an exceptional ability to think outside the box, whether it is discovering better ways to work, discovering a ground-breaking product, or showing outstanding marketing abilities.

Going Green

Never before has consideration for the environment been so important. The winner will demonstrate an outstanding record and commitment to green issues.

Business Personality of the Year

Outstanding businesses often require outstanding individuals with larger-than-life personalities who show drive, commitment and enthusiasm and never settle for second best, either with their products or in their relations with staff and customers. We are looking for an individual who shows tremendous commitment and innovation, with outstanding leadership and vision and the drive to deliver.

Customer Service

The customer may not always be right, but putting the customers' needs first is vital if any business is to succeed. The winner of this award will be able to demonstrate an impressive track record of excellent customer service.

Best Shopkeeper

It's the smile that greets you as you walk in the shop, the great customer service and good links with the community that will see one shopkeeper crowned the best in the business.

Achiever of the Year

The winner will be someone who has made a real difference in the past year and who can demonstrate outstanding or excellent achievement within their industry.

Estate Agent of the Year

In a highly-competitive market, the winner will be either the company – or an individual – who shows real commitment to their customers, and demonstrates innovative measures to stay ahead of their rivals, and is focused on delivering ever-improving value to customers and improving overall organisational effectiveness.

Motor Dealer of the Year

In a highly-competitive market, the winner will be either the company – or an individual – who shows real commitment to their customers, and demonstrates innovative measures to stay ahead of their rivals, and is focused on delivering ever-improving value to customers and improving overall organisational effectiveness.

Young Achiever of the Year

By the time some people in business have reached the age of 21, they have made an indelible mark in their company in the local market, or in their trade on a national scale. The winner will be someone who can demonstrate exceptional achievement or performance within their industry.

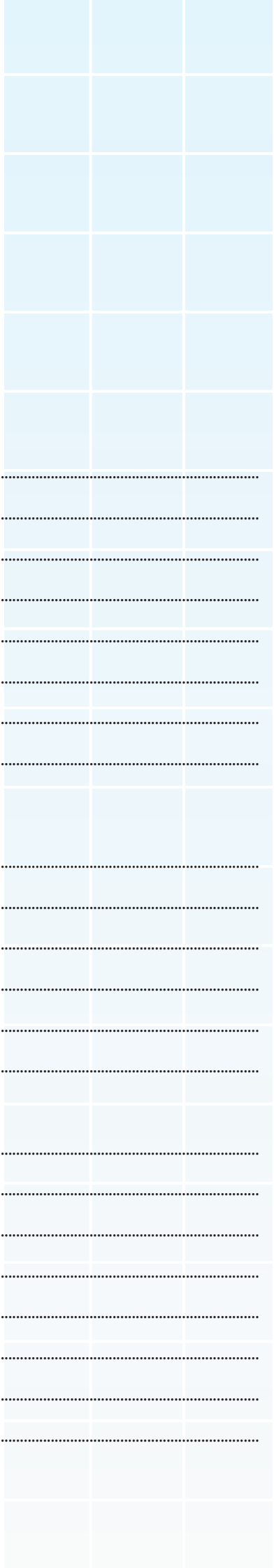
Lifetime Achievement Award

This is an award to an individual who, in the opinion of the judges, has demonstrated an unrivalled record of achievement in the area for many years, showing outstanding performance within their industry, a commitment towards their staff and who demands – and delivers – exceptional customer service.





**Observer Business
of the Year Awards 2008
Nomination Form
part 2**



What makes this company stand out from its competitors?
What is the company's Unique Selling Point (USP)?

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Has the company been nominated for or won any other industry awards
or recognition for its products / services?

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Have you nominated the company for any other categories? (Please give details)

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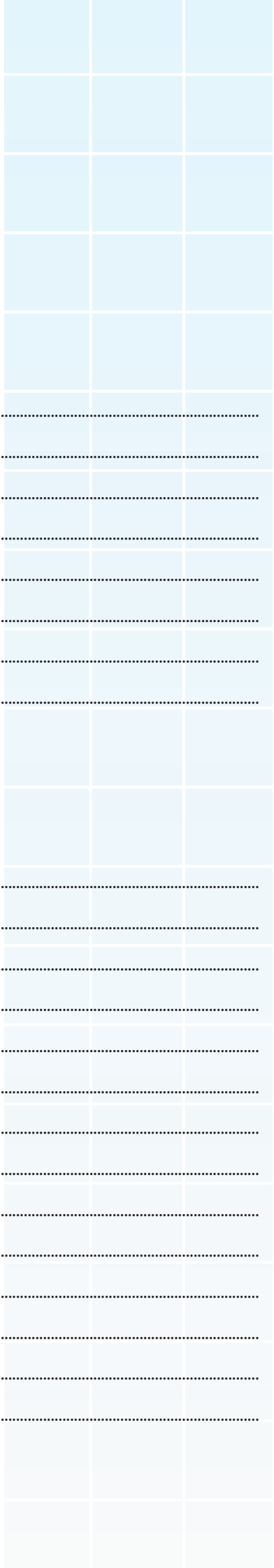
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Observer Business of the Year Awards 2008 Company Information Summary



Category:

Company name:.....

Address:

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Contact name / telephone / email:.....

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Please give three key reasons why your company should win this award.
This might be related to growth in sales, new markets gained or customer satisfaction.
If possible, please relate this information to the category you have entered.
Please complete one sheet for each category.
REMEMBER - this will be the first information the judges will see and read
about your company, so make a great first impression.

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Continuation sheet



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