

# APPLY FOR SMALL BUSINESS OF THE YEAR



## SMALL BUSINESS OF THE YEAR

### Newnan-Coweta Chamber Program



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The Newnan-Coweta Chamber announces the 5th Annual Small Business of the Year Awards. This prestigious recognition pays tribute to the strength of our small businesses and will recognize one of our community's small businesses as the outstanding "Small Business of the Year" at the awards ceremony on August 25, 2016.

This award is a testament to our businesses that play a key role contributing to our local economy. We invite you to apply for this award. Complete the following application and return to the Newnan-Coweta Chamber by May 8.

#### Key Facts

- **97%** of all businesses here employ fewer than 100 employees.
- Establishments of fewer than 100 employees account for **54%** of the total workforce.
- **2/3** of job growth is from small business.

## Small Business of the Year Application

Please prepare your answers in a Word document. Font size must be at least 11 points. Handwritten applications will not be accepted. Email completed application to [lynn@newnancowetachamber.org](mailto:lynn@newnancowetachamber.org). Please note: Non-profits are eligible for applying for this award, but are strongly encouraged to participate in the Coweta Community Foundation recognition program rather than this award program. (For the small business awards program, a non-profit is any company or organization that does not seek to achieve an operating profit.)

Company Name \_\_\_\_\_

Street City State Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Years in Business \_\_\_\_\_

Number of Employees \_\_\_\_\_

#### Applicants will be judged on the following eight criteria: More details below

1. Chamber Membership Involvement
2. Community Involvement
3. Financial Performance
4. Professional Development (both self and employees)
5. Identifying, understanding and effectively out-performing your competition
6. Identifying and Overcoming Barriers
7. Achieving Goals
8. Communications Skills

(written application and interview presence)

1. Are you a Chamber member? ☐ Y ☐ N
2. Describe your Chamber membership philosophy and involvement.
3. Describe your community involvement (include civic clubs, volunteer organizations, boards, etc.).
4. What has your sales growth rate been over the past three years, and how does that compare with your industry peers (if known)?
5. What is your net profit growth rate, and how does that compare with your industry peers (if known)?
6. What were your key strategies for growth over the past 12 months? What was the result of this strategy?
7. Describe your strategy for your professional development and your staff's professional development if applicable?
8. Describe how you have enhanced your professional business skills over the last 12 months and how the enhanced skills have helped you grow your business.
9. Describe how you have differentiated your business from your competition.
10. Describe how you have overcome barriers that have negatively impacted your business. Give specific examples.
11. What goals have you established for your company over the next 5 - 10 years? Describe your strategy for achieving your goals and how you are progressing toward achieving your goals.
12. Why should your company be the Small Business of the Year in Coweta County?

## Our Success Hinges on You!

DEADLINE FOR APPLICATION SUBMISSION: **Monday, May 8, 2016**



**THE CHAMBER**  
Newnan-Coweta

23 Bullsboro Drive • Newnan, GA 30263  
770.253.2270 • [newnancowetachamber.org](http://newnancowetachamber.org)



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