



## **Judging Criteria**

### **Enterprise**

What makes the company stand out in their approach to market from their competitors?  
What do they do over and above producing/selling their product/service that adds value?  
Has the company won any awards in this area?

### **Competitiveness**

Does the company clearly understand the dynamics of the market and the challenges it throws up?  
What is the company's USP and how is it maximised?  
Are they showing clear evidence of achieving competitive advantage over their competitors?

### **Management**

What style of management is in evidence – do they support entrepreneurial spirit and business development?  
Is there a high regard for staff and are they actively attempting to retain and train personnel?  
Do they have the right mix of experience and knowledge on the team to promote growth?

### **Innovation**

Does the company have an ongoing review of every aspect of getting to market or have an ideas forum?  
Has the company made any innovative inroads into how they do business internally?  
Has the company made any innovative inroads into how they do business externally via suppliers, getting to market or offering exceptional customer service?

### **Performance**

Does the company have a defined, achievable business plan and growth plan?  
Is the company exceeding/meeting targets and does this show the targets are realistic/unrealistic/too low?  
How does this company compare financially in terms of funding, sales, growth, etc., against their competitors?

### **Customer service**

What resources are available for the customer?  
How do they maximise the benefits of trading with the company to existing customers?  
Do they regularly conduct feedback to identify customer experience and customer needs?

### **Employee motivation**

Does the company offer ongoing training and what form does that take?  
Does the company show evidence of serious career progression?  
Does the company have a suitable employee reward system that encourages innovation and growth?

### **Risk management**

Does the company look at risk in a practical, external sense and an internal procedure sense?  
Has the company undertaken a full review of potential risk aspects?  
What procedures are in place to manage risk – whether it be financial, competitive, social, legislative, etc?