



## **COFFS COAST BUSINESS AWARDS 2025 - ENTRY QUESTIONS**

### **Category – EXCELLENCE IN MICRO BUSINESS**

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

#### **Excellence in Micro Business**

The Excellence in Micro Business Award recognises a business that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

#### **Entry criteria**

Entrants are required to demonstrate their achievements over the past 12 months across the key area of business excellence. This category is open to businesses with less than 5 employees at the time of entry, who have been trading for a period of over 24 months.

#### **Award eligibility check box**

- ✓ This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has less than 5 employees on the payroll in Australia at the time of entry.
- ✓ This business has not entered the categories of Outstanding Community Organisation, Outstanding Start-up, Excellence in Small Business or Excellence in Business.

#### **Questions**

1. Detail what your business goals and key milestones were for the previous 12 months and how you achieved all or part of them. Maximum word count: 300
2. Provide an overview of the key features of your business plan including goals, strategies and projected outcomes for the future. Maximum word count: 300

3. Describe why your product or service offering is unique within your industry and how it differentiates your business from its competitors. Maximum word count: 400
  4. Demonstrate how your business contributes to the local economy in your region. Maximum word count: 400
  5. Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction. Maximum word count: 400
- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
  - You will use your email account to upload your completed Entry Forms.
  - You must also submit 1 landscape image in JPG format.