



Mobile Area Chamber of Commerce

2011 Small Business of the Year Award Application

*This form can be completed online at www.mobilechamber.com/awards.asp
any supporting materials may be mailed or delivered to 451 Government Street.*

Company Information

Business Name: _____

Contact name: _____ Title: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Web site: _____

General Information

Number of Employees: _____ Mobile Area Chamber member since: _____

In what industry is your business?

- | | |
|--|--|
| <input type="checkbox"/> Construction | <input type="checkbox"/> Wholesale |
| <input type="checkbox"/> Technology/Telecommunications | <input type="checkbox"/> Health and Related Services |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Hospitality |
| <input type="checkbox"/> Professional Services | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Finance/Insurance/Real Estate | <input type="checkbox"/> Other _____ |

What is your company's mission? (up to 100 words)

What are your principal products and/ or services? (up to 200 words)

Who are your primary customers? (up to 100 words)

Give a brief history of how and when your business began as well as how it has grown. (400 words)

Financial History (Financial information will be kept strictly confidential.)

What were your company's annual sales for the last three years?

(or provide a copy of your company's financial statements for the last three years).

2010: \$ _____ 2009: \$ _____ 2008: \$ _____

Employee Practices

Explain the types of positions your company provides and benefits offered to employees. (up to 250 words)

Describe any innovative strategies used for recruiting, retaining, rewarding or training your employees?
(up to 250 words)

Community Involvement

Describe how your business gives back to the community and list any community service activities.
(up to 300 words)

Customer Service

How does your business make its customer service stand out? (up to 400 words)

How do you measure customer satisfaction? (up to 250 words)

Entrepreneurship

How has your business grown through innovation, new products and services, etc.
How has your company addressed challenges and/or adversity? (up to 400 words)

If your company has a formal business plan, how has it helped guide your success?
If you do not have a formal business plan, how have your basic goals and strategies helped guide your success? (Please attach a copy of your business plan.)

What the Judges Look For:

A volunteer committee will confidentially review and evaluate the applications and choose a winner based on how well they presented their information based on the following criteria:

- ***Staying power*** - a substantiated history of an established business.
- ***Job creation*** - a benchmark to judge the impact of the business. Explain the types of positions your company provides (minimum wage, middle management, professional/technical, skilled, etc.)
- ***Net wealth creation*** (increase in sales and/or unit volume) - an indication of continued growth. Describe what portion of your sales revenue is derived from local, state, regional, national or international markets.
- ***Innovation*** - an illustration of the creativity and imagination that contributes to company growth.
- ***Response to adversity*** - describe any situation in which your business has overcome adversity.
- ***Community contribution*** - list community service activities.

Return completed application package to:

Mobile Area Chamber of Commerce, Small Business Development Department
451 Government St., Mobile, AL 36602 (251) 431-8607 or (251) 431-8646 Fax

