



2012 ADJUDICATION CRITERIA: SABEX SMALL BUSINESS OF THE YEAR

*****This is not an application form*****

A business which has demonstrated excellence in the areas they consider key to their success. The winning business will have stated their critical success factors and clearly demonstrated how they have achieved meeting their goals in these factors. Financial size of the business is not a criterion. The business must have their head office in the Saskatoon region, have been in business for at least 3 years and have a maximum of 15 employees.

The business should relate their strengths and successes in the areas of growth, stability, human resources, community involvement, customer service, marketing and promotional achievements, improvements in quality of products or services, or increased productivity.

The following provides a guide to assist you in your application for this award. An independent Adjudication Team will be judging applications for this award in the following areas:

Corporate Objective:

- Evidence of commitment to excellence in all areas in corporate objectives
- Explanation of critical success factors

Marketing Strategy:

- Good understanding of the market and their needs
- New and innovative ways of promoting the company

Competitive Strategy:

- Good understanding of competitive marketplace and where the company fits
- Success of competitive strategy
- Ability to adjust to changing environment

Customer Service Strategy:

- Distinct and strong customer service approach
- Evidence of strong customer loyalty

Community Involvement:

- Commitment of firm to the community

Growth Strategy:

- Growth since inception
- Overall continued growth success
- Rationale for low or slow growth

Mentoring Strategy:

- Examples of mentoring projects firm is involved in
- Examples of sharing expertise within the community

The Team:

- Evidence of importance of employees to firm
- Examples of employee development e.g. employee recognition programs, professional development plans, policy manuals, incentives, open door communications, profit sharing

Distinctiveness:

- Examples of distinct areas of excellence

The Money:

- Consistent financial stability and profitability
- Solid bank reference
- Rationale for any instability

References:

- Complete, reliable and significant

Supporting Documentation:

- Letters of reference, company reports, external performance reports, employee support, etc.

The Future:

- Commitment to excellence and long-term growth and stability

The Presentation:

- Clear and easy to understand
- Professional appearance reflective of the company

Overall Impression

Questions? Please direct your calls to Breanne Lishchynsky at Saskatoon Chamber of Commerce – 664-0700