



Perks.

**BUSINESS
BOOST
AWARDS
2017**

- ✓ Recently launched a start-up business
- ✓ Want to grow your business
- ✓ Live in South Australia

These awards are for you!

Guide to Entry Questions & Required Documents

**Entries
Close
28 August
2017**

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**\$35,000 in prizes
to be awarded**



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2017**

This is a guide to the questions and documents required for categories 1 and 2 of the Perks Business Boost Awards. (Awards). All entries are to be completed online at awards.perks.com.au. The online entry form will display questions and document requirements based on the following three categories:

Category 1

START-UP BUSINESS ADVICE

1 month - 3 years in business

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Category 2

BUSINESS GROWTH

3 years or more in business

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Checklist of files to be provided with entry

Page 5

CATEGORY 1

START UP BUSINESS ADVICE (1 MONTH - 3 YEARS IN BUSINESS)

Questions for those who are running a start-up

YOUR BUSINESS

(Open Form Questions)

1. What is your elevator pitch?
2. Please upload your business logo here if you have one.
(File Type: JPEG or PNG file)
3. Do you have a business website?
Business website (full URL):
If you do not have a website - have you checked that the applicable URL is available? Please comment (If no)
4. What customer need is your business trying to satisfy – what is your unique value proposition?
5. Who is the target market for your product/service and where are they geographically situated?
6. What was your motivation for starting your business?
7. When did you start your business and how would you describe the position/stage your business is at today?
8. Tell us why you have entered the Perks Business Boost Awards and what winning would mean to your business?
9. Have you won any other business awards previously?
(Yes/No)
If yes - please tell us what award you won and the date (year) you won the award.

CAPABILITIES

10. Please detail your personal strengths, skills and capabilities as a business owner/operator
11. Please detail the key strengths and skills of your staff
(tick if not applicable)
12. Which professional services do you think your business could benefit the most from?
(You may tick multiple)
 - Business mentoring
 - Feasibility/viability study
 - Preparation of budgets and forecasting
 - Accounting
 - Business plan
 - Finance
 - Public relations/media
 - Graphic design

- Human resource services
- Succession planning and corporate governance
- Marketing and digital services

EMPLOYEE STATISTICS

13. How many full time equivalent staff including the owner work for the business?
13.1 Please supply current and historical figures, if relevant.
(Scroll to start date/year and the subsequent years will then populate, then add number of staff to box alongside this)
e.g. Year 1 to 30 June 2007: 2 staff
(Date choice: to June 30 2007 through to June 30 2015, July 2015 on)
Year 2
Year 3
Current

FINANCIALS

14. Please provide the following applicable information by uploading a file:
(File type: Word or PDF document)
 - Most recently completed financial statements (if applicable)
 - Most recently completed interim trading results (profit and loss) (compulsory)
 - Any income and expenditure forecasts or budgets you have prepared (if applicable)

PLANNING

15. Do you have a current Business or Marketing Plan? (yes/no)
If yes, please attach here (File type: Word or PDF document)

FURTHER INFORMATION

16. If you have other supporting documents that you think will assist us in gaining insight into your business – please attach them here (File type: Word or PDF document)

CATEGORY 2

BUSINESS GROWTH

Questions for those who have been in business for 3 or more years

YOUR BUSINESS

(Open Form Questions)

1. What is your elevator pitch?
2. Please upload your business logo here if you have one.
(File Type: JPEG or PNG file)
3. Do you have a business website?
Business website (full URL):
If you do not have a website - have you checked that the applicable URL is available? Please comment (if no)
4. What customer need is your business trying to satisfy – what is your unique value proposition?
5. Who is the target market for your product/service and where are they geographically situated?
6. What was your motivation for starting your business?
- 7.1 When did you start your business and how would you describe the position/stage your business is at today?
- 7.2 What do you feel is the main element your business is missing to assist it to grow to the next level?
8. Tell us why you have entered the Perks Business Boost Awards and what winning would mean to your business?
9. Have you won any other business awards previously? (Yes/No)
If yes - please tell us what award you won and the date (year) you won the award.

CAPABILITIES

10. Please detail your personal strengths, skills and capabilities as a business owner/operator
11. Please detail the key strengths and skills of your staff (tick if not applicable)
12. Which professional services do you think your business could benefit the most from?
(You may tick multiple)
 - Business mentoring
 - Feasibility/viability study
 - Preparation of budgets and forecasting
 - Accounting
 - Business plan

- Finance and capital raising
- Public relations/media
- Graphic design
- Human resource services
- Succession planning and corporate governance
- Marketing and digital services

EMPLOYEE STATISTICS

13. How many full time equivalent staff including the owner work for the business?
13.1 Please supply current and historical figures, if relevant.
(Scroll to start date/year and the subsequent years will then populate, then add number of staff to box alongside this)
e.g. Year 1 to 30 June 2007: 2 staff
(Date choice: to June 30 2007 through to June 30 2015, July 2015 on)
Year 2
Year 3
Current

FINANCIALS

14. Please provide the following applicable information by uploading a file:
(File type: Word or PDF document)
 - Financial statements for the past 2 financial years (compulsory)
 - Most recently completed interim trading results (profit and loss) (compulsory)
 - At least one year of financial forecasts\budgets (compulsory)

PLANNING

15. Do you have a current Business or Marketing Plan? (yes/no)
If yes, please attach here (File type: Word or PDF document)

FURTHER INFORMATION

16. If you have other supporting documents that you think will assist us in gaining insight into your business –please attached them here (File type: Word or PDF document)



Checklist of files to be provided with entry

CATEGORY 1: 1 MONTH – 3 YEARS IN BUSINESS	CATEGORY 2: 3 YEARS OR MORE IN BUSINESS
START-UP BUSINESS ADVICE	BUSINESS GROWTH
Business Financials (<i>optional</i>)	Business Financials (<i>compulsory</i>)
Interim Trading Results (<i>compulsory</i>)	Interim Trading Results (<i>compulsory</i>)
Forecast Financials (<i>optional</i>)	Forecast Financials (<i>compulsory</i>)
Business or Marketing Plan (<i>optional</i>)	Business or Marketing Plan (<i>optional</i>)
Further information (<i>optional</i>)	Further information (<i>optional</i>)

PLEASE NOTE:

All financial information will be treated in the strictest confidence. It will only be used for the purpose of judging your entry. If you do not complete the compulsory financial information in full, your entry will be declared ineligible and therefore will not be accepted for judging. Electronic records will be securely stored by Perks for a period of five years for auditing purposes only.



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**SUPPORTING ENTREPRENEURIAL SOUTH AUSTRALIANS
IN BRINGING THEIR BUSINESS IDEAS TO LIFE**

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You can enter the Awards by registering and filling out the application on our website located at awards.perks.com.au. To enter the Awards, your business must meet the eligibility criteria as set out in the Awards Terms and Conditions. To access the Awards Terms and Conditions, please go to awards.perks.com.au

Perks Integrated Business Services, 180 Greenhill Road, Parkside, South Australia 5063
Phone: 08 8273 9300 Email: info@perks.com.au