



**Federation of Small Businesses**  
*The UK's Leading Business Organisation*

In association with



## **Best use of Technology Award Application Form**

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## Category: Best Use of Technology Award

This award recognises the impact of new or existing e-business. It might be a development in IT, use of the internet, design, websites, e-procurement, mobile phones or manufacturing. The award will go to a business that has used technology to improve in any area, for instance; revenue, improved product or service quality, customer experience or employee engagement.

Evidence is required of a well-planned and executed strategy, including both the deployment of the technology and its successful rollout to employees and customers. The judges will make the award to the business that can best demonstrate the use of technology to create a significant and exploitable, competitive or operational advantage in any area. Evidence is required of a well thought-through and executed strategy.

### What the judges need to know

#### Question 4 **Technology**

Provide details of the technology used

#### Question 5 **Workings**

Describe how it was applied in your business

#### Question 6 **Advantages**

Demonstrate how the employment of the Science or Technology has benefitted your business

#### Question 7 **Business Plan**

What business plan do you have for the next 3 years?

#### Question 8 **Marketing**

How do you reach your customers?

#### Question 9 **Success**

What level of commercial success have you achieved so far?

**Please Note:** Supporting marketing material is welcome.

## 1 About your business

Business Name	
Type of Business	
Business Address	
Postcode	
Telephone	
Fax	
E-mail:	
Website	

**What is the trading style of this business?** (please indicate with an 'x' where applicable)

Sole Trader	<input type="checkbox"/>	Partnership	<input type="checkbox"/>	Limited Company	<input type="checkbox"/>	Other (please specify)	
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**From where do you run your business?** (please indicate with an 'x' where applicable)

Home	<input type="checkbox"/>	Premises	<input type="checkbox"/>	Other (please specify)	
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**How many people are employed in your business** (including the business owners?) (please specify)

Full Time	<input type="checkbox"/>	Part Time	<input type="checkbox"/>	Temporary	<input type="checkbox"/>	Other (please specify)	
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In which month and year did you start your business? Month \_\_\_\_\_ Year \_\_\_\_\_

Turnover in 2009 \_\_\_\_\_ Projected Turnover for 2010 \_\_\_\_\_

NB: Please note that all applications are treated in the strictest confidence and no annual sales or turnover figures will be shared with outside parties unless the applicant agrees.

## 2 About you, the business owner(s)

Name:		Role:	
Name:		Role:	
Name:		Role:	

## 3 Tell us about what your business does (e.g. services, customers, products)

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*Please use additional paper as required*

**4 Technology 250 WORDS MAXIMUM**

**5 Workings 250 WORDS MAXIMUM**

**6 Advantages 250 WORDS MAXIMUM**

**7 Business Plan 250 WORDS MAXIMUM** *If you wish please enclose/attach your business plan*

**8 Marketing 250 WORDS MAXIMUM**

**9 Success 250 WORDS MAXIMUM**

To complete this application, please follow the entry instructions below:

Award Category: \_\_\_\_\_

Signed

Date

\_\_\_\_\_  
(Business Owner)

Name

\_\_\_\_\_  
Business Name

Please return this signed form (closing date 5.00pm, 28<sup>th</sup> May 2010) to:-

**Maxine Aldred  
Regional Organiser  
Federation of Small Businesses  
38 Digby Close  
Tilton on the Hill  
LE7 9LL**

or send your completed application via email to: [Maxine.aldred@fsb.org.uk](mailto:Maxine.aldred@fsb.org.uk)

For further information or queries please contact Maxine Aldred, Regional Organiser  
Telephone: 0116 2597 707  
e-mail: [Maxine.aldred@fsb.org.uk](mailto:Maxine.aldred@fsb.org.uk)

**Terms and Conditions**

- The competition is open to all businesses based in Leicestershire, Northamptonshire and Rutland
- For the purpose of these awards a small business is a sole trader or up to 50 employees
- It is not open to sponsors
- The comments made on your application form should be accurate to the best of your knowledge
- The Judges' panel will be made up of a business representative from each county, sponsors and FSB representative
- The Judges' decision is final
- You may be contacted by the FSB
- Entrants must be available for consultation with the judges should the need arise
- By entering the awards you agree to partake in publicity for the awards
- **Supporting marketing material is welcome**

**Please note**

Any financial information provided will be treated in the strictest confidence and will not be disclosed to anyone other than the panel of judges and its advisors.

**If you are chosen as a finalist you will receive 3 Complementary tickets and will be required to attend the Grand Final on 15<sup>th</sup> July 2010.**

**Please take a few moments to ensure that all materials are enclosed with your application.**