



Confidential Entrants Questionnaire

2005

PART A: ENTRANT DETAILS

All questions in this section must be answered. It must be signed and dated by the person whose name appears as 'primary contact'.

1. What is the registered name of your business/company?

2. What is the trading name of your business (if different from above)?

3. What is your ABN? _____

4. Please provide the following contact details:

Postal Address

Street Address

Email Address

Web Address

Primary Contact – name, position and contact details

Secondary contact – name, position and contact details

5. What is the primary nature of your business?

6. What is the legal structure of your business?

7. How many years has your business been operating in its present format?

8. If your business was operating prior to its current format, what was its name and format previously?

9. What is the mission statement for your business?

10. How many staff members does your business employ?

Full Time: _____

Part Time / Casual: _____

11. Please tick the award category/categories in which you would like your entry considered.

- Excellence in Starting a New Business (applies only to a business that has been operating, in any form or under any ownership, for no less than two and no more than four years)
- Excellence in Sales & Marketing
- Excellence in Customer Service
- Excellence in the Implementation of New Technology
- Excellence in Administration and Financial Management
- Excellence in the Development of a New Product
- Excellence in the Development of a New Service
- Excellence in Staff Training and Development
- Excellence in Contributing to the Community
- Excellence in Contributing to the Environment
- Excellence in Developing an Export Market

Please note that all entrants are in consideration for the Suncorp 2005 Business of the Year Award.

12. Provide the following financial ratios for the past three (3) years to demonstrate the growth you have experienced. (Amend the financial years indicated if necessary to match the financial periods for your business or the data you have available. Actual profit and sales results are not required.)

(a) Profit to Sales/Revenue Ratio – earnings before interest and tax (EBIT) as a percentage of net sales/revenue

2001/2002 _____

2002/2003 _____

2003/2004 _____

(b) Turnover Growth – sales/revenue increase per year expressed as a percentage

2001/2002 _____

2002/2003 _____

2003/2004 _____

(c) Current Ratio – current assets divided by current liabilities multiplied by 100

2001/2002 _____

2002/2003 _____

2003/2004 _____

(d) Employee Growth – increase in employee numbers as a percentage of previous years numbers (full-time & casual)

2001/2002 _____

2002/2003 _____

2003/2004 _____

I confirm that to the best of my knowledge all the information contained within this questionnaire is correct as at the date of entry.

Signed _____ Date _____

(to be signed by the primary contact of the company)

DATE RECEIVED: (official use only) _____

PART B: BUSINESS HISTORY

Answers are to be a maximum of one typed page in length for each question. Supporting material in the form of reports, books, videos, DVDs etc can be provided as appendices.

GROWTH OVER THE PAST TWO YEARS

13. To what key issues do you attribute the growth shown in the financial ratios presented in Question 12?

FUTURE BUSINESS GROWTH

14. Outline your business plan for growth over the coming twelve months
15. What is the outlook for your industry during the next twelve months and on what evidence is this based?

SPECIFIC AREAS OF BUSINESS PRACTICE

16. *(This question applies only to businesses that have been operating, in any form or under any ownership, for no less than two and no more than four years.)* What research did you undertake before starting your business and how have your expectations been met? Once you began your business what have been your greatest challenges and how have you dealt with them?
17. What is the current sales and marketing strategy of your business, how has it developed over the past two years and what changes / developments do you have planned for the next twelve month period?
18. What makes your customer service more effective than other businesses in your field? (Direct comparison with specific competitors is not required.)
19. In what ways have you integrated new technologies into your business, how has this contributed to your business growth and what plans do you have for the next twelve month period?
20. In what ways do you ensure maximum effectiveness in the administration and financial management of your business? (You may include governance and succession planning strategies in your answer.)
21. What new product (or products) has your business developed over the past two years? What is outstanding or innovative about this product? What market success have you had with this new product, or what market research have you undertaken to canvas its market viability?
22. What new service (or services) has your business developed over the past three years, or is currently developing? What is outstanding or innovative about this service? What market success have you had with this new service, or what market research have you undertaken to canvas its market viability?
23. In what ways do you ensure that you and your staff are kept at the forefront of your/their fields of expertise and business practice?
24. In what way has your business contributed to the communities in which you operate?
25. In what way has your business contributed to the protection or enrichment of the environment?
26. *(This question applies only to businesses that have export operations.)* Has your business engaged in the development an export market? What is the growth to date and what is the projected growth over the next twelve months?