



QUESTIONS

All Business Categories

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SECTION 1 OVERVIEW AND HISTORY (0 POINTS - ESTABLISHES ELIGIBILITY)

Provide a general overview of the nature and history of your operation. You must demonstrate your eligibility for entry in this category as outlined in the category description.

Note: 1 The answer to this question should be no more than one page. 2 Submissions that do not demonstrate eligibility may be penalised.

SECTION 2 PRODUCT OR SERVICE (30 POINTS)

- a) Briefly describe your product / service mix? (5)
- b) What special experience do you offer that makes your business distinctive? (10)
- c) What services and facilities do you offer to enhance customer / client experience? (10)
- d) What sets you apart from your competitors? (5)

Tips:
This is giving you an opportunity to show how unique and innovative you are. Photographs or customer quotes may assist to reinforce your answer.

SECTION 3 BUSINESS PLANNING (35 POINTS)

- a) Describe the key features of your business plan, for example goals, strategies and outcomes. (10)
- b) Describe how your business measures productivity and / or business success. (5)
- c) Demonstrate your financial viability. If your business has not experienced growth, explain. Utilise current and 2008-2009 financial year figures. (5)
- d) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (10)
- e) Demonstrate your involvement in and contribution to the development of your industry. (5)

Tips:
Part a) Explain what you were trying to achieve ie your business vision, how you went about it and the related outcomes.

Parts b & c) Your response would benefit from the inclusion of graphs illustrating these results within your answer or a profit & loss statement that can be sited at the site visit. ***Note:** graphs, charts and reports do not have to contain hard data, percentages are acceptable measures.

Part d) Risk management relates to all parts of your business including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works.

Part e) Demonstrate your involvement at local, state and / or national level. Examples could include cooperation with local and state authorities, business accreditation, active membership of industry associations, leadership in industry forums and involvement in trade shows.

SECTION 4 MARKETING (25 POINTS)

- a) Who are your target markets and why? (5)
- b) Describe your marketing strategies for each target market and detail the success and outcomes of those strategies. (10)
- c) How do you use your distinctive difference to attract your target markets? (5)
- d) Demonstrate how customers / clients are provided with an accurate and responsible depiction of what to expect from the product / service. (5)

Tips:
Part a) Consider all arms of marketing for example: sales, advertising, public relations, word of mouth and e-marketing where appropriate. Your objective should be to demonstrate a clear plan, supported by market research and the results achieved.

Part b) Consider displaying your target markets and the strategies and outcomes for each in a table format.

Part c) It is important that you are honest about setting customer expectations.

Continued overleaf..

SECTION 5 CUSTOMER SERVICE & PROFESSIONAL DEVELOPMENT (30 POINTS)

- Explain how you achieve and maintain quality customer service throughout your organisation. (10)
- Explain how you identify and provide for customers and staff with specific needs. (10)
- Explain how you identify and determine professional development needs and describe the training / skill development programs undertaken. (10)

Tips:

Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback. What is your most effective initiative implemented to improve customer service?

Part b) Specific needs could include language, physical, intellectual and other special needs.

Part c) Could include the objectives of staff / self training / skill development programs, how they were measured, the extent of uptake and outcomes for the business. Consider owners and managers as well as staff.

SECTION 6 SUSTAINABILITY & INNOVATION (30 POINTS)

- Describe and demonstrate your commitment to environmental sustainability. (10)
- Describe how your business benefits and respects the regional economy, its community values and culture. (10)
- Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved. (10)

Tips:

Part a) Pay particular attention to energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.

Part b) Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents and partnerships with community-based organisations. The use of local products and services could include food and beverage suppliers, service providers, tradespeople, and local building material. If local products and services are not available, explain briefly.

Part c) Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance and repairs. *Your answer to this question will be used to assess you for the innovation award.

SITE VISIT (50 POINTS)

As part of the awards process a judge will organise to meet with you in person. The purpose of this visit is to provide an opportunity for you to learn more about the awards and enable the judge to gain a more personal experience during which they will assess the following:

- The overall standard of physical appearance of the business and appropriate presentation. (10)
- The quality of service/product and professionalism provided by the staff and management. (20)
- Linkages to claims re business practices made within the submission. For example judges would anticipate sighting plans and evidence that you have referred to within your submission. (20)

Tips:

Following are examples of documentation/evidence you could be asked for during the site visit to your establishment:

- Business/Strategic plan
- Risk Management plan
- Marketing plan
- Copy of Financials
- Proof of environmentally friendly practices eg; Waste management plan
- Marketing material such as brochures
- Copies of customer feedback forms

SUBMISSION SCORE	150 POINTS
SITE VISIT	50 POINTS
TOTAL SCORE	200 POINTS