

My Country
Business
Awards

in association with British Wool

THE PRIZE

- Three mentoring sessions with one of the expert Awards mentors
- Coverage in My Country Business Awards 2015 winners feature in Country Homes & Interiors
- Country Days blog feature covering the winners in autumn 2015

YOU AND YOUR BUSINESS

Your name _____ Contact number _____

Address _____

Postcode _____

Email _____

Business name _____

Is your business online? Tell us your Facebook business page name, Twitter handle, web or online store address, etc _____

Which category are you entering? (please tick one)

- Interiors Food Craft British Wool award for emerging talent using British wool
 Retail and Services Hospitality and Leisure

If you are already established, how long have you been trading? _____

What is your annual turnover and profit? _____

BUSINESS INSPIRATION AND CUSTOMER PROFILE

Describe your business _____

What is your inspiration behind your business? _____

Describe what is/will be unique to your business and how you stand out from the crowd _____

Define who your customers are/will be (include age range, profile, lifestyle, location, any other information) _____

Continues over the page...



Susie Watson Designs



Alastair Sawday's

HEAL'S Etsy

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THE FUTURE OF YOUR BUSINESS

Which areas do you need specific help with? Website Social media Finding new customers Pricing Finance
 Sales Routes to market Business development Other _____

What is your vision for your business in the future? Profit-making pastime Secondary income Becoming your
full-time job Employing others and managing a team Other _____

How do you think your life would change if you won a My Country Business Award? _____

ADDITIONAL INFORMATION

Do you have any supporting documents that may be of help when we consider your application? Please tick any of the below that you have included with your application.

Visual information, eg photographs Business plans Brochure Product information Moodboard
 Other _____

If sending your application by post, all additional information must be submitted in paper format (no disks or USB keys).
If sending your application by email, both the application and additional information must be submitted in one email.
Multiple emails will not be accepted.

By entering the My Country Business Awards you agree to receive communications from Country Homes & Interiors and Time Inc. (UK) Ltd. Tick here if you prefer not to hear from us

ENTRY GUIDELINES

Entries can be made either by post or by email.

POST Send entries to Alison Watson, CH&I My Country Business Awards, 7th Floor,
Marketing, Blue Fin Building, 110 Southwark Street, London SE1 0SU.

EMAIL Send entries to mycountrybusinessawards@timeinc.com.

Entry form and any supporting documents must be sent in ONE email only.

Closing date for all entries is Wednesday 10 June 2015.

PLEASE DO NOT SEND IN SAMPLES WITH YOUR APPLICATION

- sample requests will be sent to all shortlisted businesses at a later date.

TERMS & CONDITIONS Six winners will receive three mentoring sessions each, plus coverage in a Country Homes & Interiors issue and in a Country Days blog feature, both during autumn 2015. Winners will be selected by the Editor of Country Homes & Interiors and a panel of expert judges. The decision of the judges is final and binding and no correspondence will be entered into. Winners will be notified by email. Award is as stated, is not transferable and cannot be exchanged for cash. Entry available to UK and ROI residents over the age of 18. Excludes employees of Time Inc. (UK) Ltd, their families, agents or anyone else connected with the competition. Awards close for entries at midnight on Wednesday 10 June 2015. If the winner cannot be contacted and/or is unable to comply with these terms and conditions, the promoter reserves the right to offer the prize to the runner-up selected by the same judges. Failure to respond and/or provide an address and meet the terms of the awards may lead to forfeiture of the prize. The winner agrees to the use of his or her name, photograph and disclosure of country of residence and will co-operate with any other reasonable request by Time Inc. (UK) Ltd, relating to any post-winning publicity. Entry into the awards is deemed acceptance of these terms and conditions. No responsibility can be accepted for entries that are incomplete, damaged, defaced or not received for any reason. The promoter is Time Inc. (UK) Ltd, Blue Fin Building, 110 Southwark Street, London SE1 0SU.



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