

# ASB Most Enterprising Business Award

Introduced by the Association of Scottish Businesswomen (ASB) in 2003, this Award is open to **businesses which are members** of Clubs/Networks affiliated to the ASB.

The Award is an exciting opportunity to showcase your achievements to date to a wider audience. All finalists are profiled on the evening and included in press releases about the Awards. For the Winners, ASB has a strong track record in offering a package of prizes which in previous years has included a glass trophy, office furniture, a mentoring package from a top Scottish businesswoman, and flight and accommodation prizes.

## Eligibility

This Award is **open only to members of Clubs/Networks affiliated to the ASB** with each Club/Network submitting a single finalist from its membership.

Any member can enter, regardless of the period of time they have been in business. This allows the ASB to recognise the efforts of those members who have perhaps identified a niche market to operate in or moved the business in an entirely new direction, as well as those who are more recently established.

Whilst the Award is made to a business entity, a woman must be the driving force behind the business.

## How to Apply

### 1. Local Level

If you would like to take part in the Award, you must apply to your local club who will choose their regional finalist for the Award. Dates for entries to regional Clubs/Networks are arranged by your Club. Each Committee arranges its own assessment process and will circulate details of this locally. Your own Committee will review their entries and will select one as their winner, who will then be nominated as their finalist for the final judging stage.

### 2. Regional Level

The successful regional finalists must then apply to the ASB for the selection of an overall winner. The applications must include:

- Completed cover sheet
- Completed application form stating how you meet the judging criteria (no more than two A4 pages)
- Short statement from a referee (up to one page endorsing your application and which indicates how long they have known you in a business or professional capacity – alternatively they can be a member of an ASB club)
- Business Plan
- Statement from the President of their Club/Network endorsing their application as the selected finalist
- Accounts or a Profit and Loss statement to support their application (depending on how long they have been trading).

Additional materials, such as brochures, may also be provided (5 copies).

## Judging Criteria

The judges will use the following criteria to assess entries:

- Originality of new business idea **and or** creativity applied in the approach to expansion/diversification
- Marketing strategy and business development mechanisms in place
- Use of IT to develop and promote business
- Leadership and communication skills displayed
- Organisational and planning ability
- Demonstrated sustained/sustainable business financial performance

It is not necessary to be able to demonstrate all of the criteria before applying.

## **Previous winners**

2003 Handy Buddies - Sheila Hogan  
2004 Activpayroll Ltd - Alison Smith  
2005 DB Advertising Ltd - Debbie Bennett  
2006 Interior Motives (Scotland) Ltd - Julia Neustein  
2007 Les Enfants Nurseries Ltd - Denise Barras  
2008 Highland Biosciences - Emma Day  
2009 Mica Ltd – Susan Mulholland  
2010 TEFL Scotland Ltd – Jennifer Hallwood

## **Application process and dates**

The application process, cover sheet and dates will be published on the ASB website when nominations open. If you would like to apply for this award, or to nominate someone else, please check the website for further details.