

POWERHOUSE WOMEN IN BUSINESS AWARDS 2023

* Question is required for completion of application.

Registration Details

First Name

Last Name

Email Address

1 Name of Business:

2 Contact person:

3 Business Address:

4 Business Phone Number:

5 Legal Status

6 Email address:

7 Website:

8 Social Media Accounts:

9 Date business commenced trading:

10 Which category do you wish to be considered in? (Circle all that apply)

- a) Powerhouse - Female Entrepreneur of the Year
- b) Powerhouse - Creativity Award
- c) Powerhouse - Excellence in Personal Services
- d) Powerhouse - Best Newcomer/Start-up of the Year
- e) Powerhouse - Digital Marketing Award
- f) Powerhouse - Employee of the Year Award

11 What product or service do you provide?

12 Describe your background and why you set up in business?

13 What are the key strengths of your business and why?

14 Describe what is different or innovative about your product or service?

15 Is your customer base local, regional, national or international? Please provide details.

16 How do you market your business? Do you measure the impact of these activities?

17 Are there potential new markets for your business and how do you plan to take advantage of these opportunities?

18 What forms of social media do you use to market your business and describe any campaigns you have undertaken?

19 How do you use technology in your business? Do you see this changing over the next 3 years?

20 What do you see as the key threats/weaknesses to your business? How do you propose to address them?

21 Please provide your employment numbers for the following:

Full Time 31/12/2022

Part Time 31/12/2022

Projected Full Time 31/12/2023

Projected Part Time 31/12/2023

22 Please provide annual turnover for the following:

Annual Sales 2022

Projected Annual Sales 2023

Net profit 2022

Projected Net Profit 2023

23 Attach any other documentation you feel will support your application such as financial statements, reports on future initiatives or ongoing projects
