

# COUNTRY HOMES & INTERIORS

## RUN YOUR OWN COUNTRY BUSINESS COMPETITION ENTRY FORM

Name \_\_\_\_\_ Daytime phone no \_\_\_\_\_ Mobile \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Email \_\_\_\_\_

Website (if the business already has one) \_\_\_\_\_

Name or proposed name of business \_\_\_\_\_

1) Describe your business or business idea (in up to 50 words) \_\_\_\_\_

---

---

---

---

2) What's the inspiration behind it (in up to 50 words)? \_\_\_\_\_

---

---

---

---

3) What is/will be unique about your business (in up to 30 words)? \_\_\_\_\_

---

---

---

---

4) Who are/will be your customers (in up to 30 words)? \_\_\_\_\_

---

---

---

---

5) What do/will you offer customers that other businesses don't (in up to 50 words)? \_\_\_\_\_

---

---

---

---

6) If your business is established, how long have you been trading? \_\_\_\_\_

6a) What is your turnover? Please tick:

£0 to £10,000    £10,000 to £30,000    £30,000 and above

6b) Is the business in profit? \_\_\_\_\_

Continues over the page...

# COUNTRY HOMES & INTERIORS

## RUN YOUR OWN COUNTRY BUSINESS COMPETITION ENTRY FORM

7) How would winning this competition change your life (in up to 50 words)? \_\_\_\_\_

---

---

---

8) What is the vision you have for your business (in up to 50 words)? \_\_\_\_\_

---

---

---

9) What areas of the business do you need help with? \_\_\_\_\_

---

10) Where possible, please enclose the following (all in paper format please: no PDFs, digital images or disks):

Please tick:  Photographs of your business/business idea  Brochures/product information  Website details  
 Other (please specify) \_\_\_\_\_

**PLEASE SEND COMPLETED ENTRY FORMS AND SUPPORTING EVIDENCE (SEE 10, ABOVE) TO:**

Ellen Wiffen, CH&I The Next Stage Consultancy Competition, 7th Floor, Blue Fin Building, 110 Southwark Street, London SE1 0SU.  
The closing date for entries is 28th April 2011.

### THE PRIZE

This fantastic prize is valued at £6,000 and introduces the winner to the specialists at The Next Stage Consultancy. The prize consists of the following:

■ **Business Plan Development**

2 days, including forecast of profit and loss and cash flow.

■ **Social Media Strategy and**

**Set-up Implementation** 1½ days.

■ **Property & Licensing** 1½ days.

Advice on any property-related issues.

■ **Wellbeing at Work**

**Workshop** ½ day. For four work

colleagues, including exercises that will help you to find out how to manage your energy levels throughout the day.

■ **Marketing Strategy** 2 days.

■ **Business Logo Design** 1 day.

■ **Copywriting for a Website** 1 day.

■ **Business Coaching** Six 45-minute sessions.

**The Next Stage Consultancy** is a business specialist that can provide help with planning, marketing, social media strategies, and any of the other professional support a small business needs from time to time – by the hour, the day, or the project. For more information, call 07944 886598, thenextstageconsultancy.co.uk.

**TERMS & CONDITIONS** The winner will be selected by the Editor, a director from The Next Stage Consultancy and a panel of expert judges. All services will be supplied according to The Next Stage Consultancy's terms and conditions, which will be issued to the winner. Entry is open to residents of mainland UK except employees (and their families) of IPC Media, its printers and agents, prize suppliers and any other companies associated with the competition. Entrants must be aged 18 or over. All entries must be made directly by the person entering the competition. No responsibility can be accepted for entries lost, damaged or delayed in the post. The prize is as stated, is not transferable and no cash or other alternative will be offered. The winner is responsible for expenses and arrangements not specifically included in the prizes, including travel. The promoters reserve the right to amend or alter the terms of competitions and reject entries from entrants not entering into the spirit of the competition. Winner will be confirmed in writing after the closing date. The decision of the Editor is final and no correspondence will be entered into. Country Homes & Interiors, published by IPC Media Ltd (IPC), will collect your personal information to process your entry and to gain a better understanding of our magazine readership. Country Homes & Interiors and IPC would like to contact you by post and telephone to promote and ask your opinion on their services. Please tick here  if you prefer not to hear from us. The Next Stage Consultancy would like to contact you by post and telephone to promote and ask your opinion on their services. Please tick here  if you prefer not to hear from them. IPC may occasionally pass your details to carefully selected organisations so they can contact you by telephone or post with regards to promoting and researching their products and services. Please tick here  if you prefer not to be contacted.