

LAUNCH YOUR OWN COUNTRY BUSINESS 2012

COMPETITION ENTRY FORM

Name _____ Daytime phone number _____ 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 give 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? _____

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 specific 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 ideas Brochures/product information Website details

Other (please specify) _____

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

Ellen Wiffen, CH&I/Business Talent Competition, 7th Floor, Blue Fin Building, 110 Southwark Street, London SE1 0SU.

The closing date for entries is Monday 30th April 2012.

WIN BUSINESS ADVICE WORTH £6,000!

Business Talent is part of a network of companies providing practical business advice and hands-on help to the owners and managers of small and medium-sized enterprises. For more information and tips on running your business, call 020 8856 9835, email linda@businesstalent.co.uk, or visit businesstalent.co.uk.

The prize is as follows:

■ **Business planning** Includes financial planning and drafting of a business plan (18 hours).

■ **Marketing and sales planning** Includes guidance on market research, support with completing a marketing plan and designing sales processes (12 hours).

■ **Mentoring and business advice** Includes eight, one-hour mentoring and support sessions delivered by Skype or phone.

■ **Website design and hosting** For one year, including a maximum

six-page search-engine optimised website built with Wordpress, advice on choosing a web address and page names (please note: this does not include e-commerce functionality).

■ **Logo and stationery design.**

■ **Stationery printing** Up to the value of £310.

■ **Social media consultancy and training** Including LIFT, LinkedIn, Facebook and Twitter.

■ **Accountancy and bookkeeping** Discounted in year one up to the value of £250.

TERMS & CONDITIONS The winner will be selected by the Editor, a Director of Business Talent and a panel of expert judges. All services will be supplied according to Business Talent's terms and conditions, which will be issued to the winner. Entrants must be over 18 and reside in the UK. The prize is valued at £6,000 and consists of: 18 hours' business planning development; 12 hours' marketing and sales planning; eight, one-hour mentoring and support sessions by Skype or telephone; website design and hosting for one year; logo and stationery design; stationery printing up to the value of £310; social media consultancy and training, including LIFT, LinkedIn, Facebook and Twitter; accountancy and bookkeeping discounted in year one up to the value of £250. Closing date for entries, 30th April 2012. 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, telephone and email to promote and ask your opinion on our magazines and services. Please tick here if you prefer not to hear from us. Business Talent would like to contact you by post, telephone and email 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, post and email with regards to promoting and researching their products and services. Please tick here if you prefer not to be contacted.