



# SME BUSINESS OF THE YEAR

SMEs are the backbone of the British economy. Are you proud of what your company has achieved, the new business it has won and how it has weathered the economic storm over the past few years?

Open to organisations that have fewer than 250 employees and who have been trading for over 3 years, this award will recognise the SME that has maintained consistent growth and strong financial performance, whilst demonstrating a clear understanding of the markets that it operates in.

## The judges will be looking at:

- What differentiates the company's products/services from the competition
- Strong managerial and financial performance
- Innovation
- Potential for growth
- Evidence of the businesses' commitment to staff

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