



**24th Annual SABEX AWARDS**

**presented by**



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The SABEX Awards are Saskatoon's Premier Business Awards. SABEX honours businesses in our community that exemplify high performance, quality and achievement. The 2019 SABEX Awards Gala marks our 24<sup>th</sup> annual celebration of business in the Greater Saskatoon region. A business or entrepreneur may apply in any category, not just the one(s) you were nominated in.

Applicants are evaluated using a point system. Please ensure you answer each question. All applications are held in the strictest of confidence. Applications must be submitted online and proofed for accuracy. Judges are volunteers so please make it as easy as possible for them by writing concisely and only including relevant letters of support (i.e. financials, company reports, media pieces, etc.) You may apply in up to two (2) award categories.

The SABEX Awards gala will be held on Friday, April 12, 2019 at TCU Place. All finalists must attend the gala and purchase at least 1 ticket per final category. Finalists are encouraged to bring along their staff, family, friends and customers. Tickets are available at [www.saskatoonchamber.com](http://www.saskatoonchamber.com) after December 15, 2018.

**Application Deadline: Thursday December 6, 2018, 5:00pm CST.  
Late applications will not be accepted**

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**In addition to the required Award category deliverables, each SABEX award applicant must provide:**

- Contact information
- Number of years in operation as of October 1st, 2018
- Number of employees
- Business description (100 word max)
- High resolution business logo
- Photos of your business (finalists will be required to provide 10-12 high quality images of their business).
- Environmental Sustainability Plan (**if possible**)
  - Environmental Sustainability Activities (100 word max)
- Percentage of Total Sales/Revenue for each product or service offered
- Percentage of Sales and Services sold outside of Saskatoon (**if applicable**)

#### **OPTIONAL**

- Up to three (3) additional references such as your accountant, a major supplier or a major customer who is familiar with your business
- Up to two (2) letters of reference in addition to the above
- Up to two (2) supporting documents (ex. Articles, company reports, external performance reports, employee support, letter of reference, etc.)
- Financial Institution Information- **Not applicable for Entrepreneur of the Year applicants**

**Financial success is an important criterion in recognizing business excellence. In order to assist the jury in the selection of the SABEX Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business.**

**NOTE: Companies who do not include financial information typically score lower in judging and are less likely to become a finalist. Also, finalists in various categories may be contacted by our independent assessors to provide certain financial data that would assist in determining the financial stability of your business. All information is treated in a strictly confidential manner**

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# Community Involvement

# SaskTel

Open to any for-profit organization with the head office in the greater Saskatoon region that has been in operation for more than one (1) year as of October 1, 2018.

## **SUBMISSION QUESTIONS:**

- a) Briefly describe your corporate strategy or objective surrounding Community Involvement. (350 word max)
- b) Please select the area(s) your business engages in community involvement.
  - Describe your firm's involvement over the past year in the area of **Arts and Culture (if applicable)** (300 word max)
  - Describe your firm's involvement over the past year in the area of **Sport and Recreation (if applicable)** (300 word max)
  - Describe your firm's involvement over the past year in the area of **Education (if applicable)** (300 word max)
  - Describe your firm's involvement over the past year in the area of **Volunteer Community Groups** (300 word max)
  - Describe your firm's involvement over the past year in the area of **Health and Wellness (if applicable)** (300 word max)
- c) What percentage of employees/management staff are able to use "work hours" for community involvement activities and/or given alternate time off during paid working hours for community involvement outside of normal office hours?
- d) Please provide some details regarding employee community activities during business hours or at the expense of the organization. (500 word max)
- e) What are your plans for future community involvement or initiatives? (350 word max)

## **ADDITIONAL REQUIREMENTS**

- Estimated contributions and donations (excluding paid employee time) as a percentage of gross annual revenue.
- Estimated dollar value of paid employee time as a percentage of gross annual revenue.

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Open to any non-profit or for-profit organization with the head office in the greater Saskatoon region that has been in operation for more than one (1) year as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) Describe your main business and your operations (300 word max)
- b) What does your business do to share the spirit of living in Saskatoon and “Saskatooning”, enhances quality of life in the city, and how does this fit into your overall business or marketing strategy? (1500 word max)
- c) Briefly describe how your activities could be presented in a video or short presentation. Ex. A “pitch” of your business. (100 word max)

### **OPTIONAL**

- Up to three (3) supporting documents (articles, examples, etc.) to demonstrate your application, if applicable

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# Marketing Handy special events

The logo features the word "Marketing" in a black serif font at the top. Below it, "Handy" is written in a large, bold, blue sans-serif font. To the right of "Handy" is a graphic of a flag on a pole with a white flag, set against a background of golden fireworks or confetti. Below "Handy" and the graphic, the word "special" is written in a white, lowercase, sans-serif font inside a dark brown rectangular box. At the bottom, the word "events" is written in a blue, lowercase, sans-serif font.

Open to any non-profit or for-profit organization with the head office in the greater Saskatoon region that has been in operation for more than one (1) year as of October 1, 2018.

## **SUBMISSION QUESTIONS:**

- a) What are the company's marketing objectives and are they part of your overall company objectives? (300 word max)
- b) What is the company's current marketing strategy (e.g. objectives, target market, products, price, promotion and distribution decisions)? How have you accounted for risk? What is unique about your marketing strategy? (300 word max)
- c) How have your sales been impacted by your marketing strategy? Do you have sufficient resources to implement your marketing strategy? (300 word max)
- d) What percentage of your firm's resources are dedicated to marketing?
- e) Please describe the plan for long term sustainability of marketing. What evidence can you provide re: expansion of your marketing efforts? (300 word max)

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## **New Business Venture**



Open to any for-profit organization with the head office in the greater Saskatoon region that has been in operation for three (3) years or less as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) What was the origin of the business idea? (500 word max)
- b) What skills do the management team(s) possess to carry the business forward? (300 word max)
- c) What plan is in place to manage change since new ventures often have to shift with growth? (300 word max)
- d) What evidence do you have demonstrating excellence in decision making/performance? (300 word max)
- e) What were the new venture's original objectives, including sales? (300 word max)
- f) How many of these objectives have been achieved and how? (500 word max)
- g) What do you have in place for a risk management plan? (300 word max)
- h) Please indicate the total number of employees for the last three (3) years or since the formation of the company.
- i) What were the sales growth rates for the last three (3) years and what are the sales growth projections for the next two (2) years (percentages)?
- j) What financial investments have been made during the three (3) years or since the formation of the company? These can be in the form of debt or equity. (300 words max)
- k) Has the organization received government assistance in establishing the new venture? (If yes, please specify). This can be in the form of capital or labour such as a subsidized training program. (300 word max)
- l) What is your long-term vision for the company? (300 word ma

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## **Growth and Expansion**

Open to any for-profit organization with the head office in the greater Saskatoon region that has been in operation for more than three (3) years as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) How is Growth and Expansion described in your corporate objectives? (300 word max)
- b) Describe your growth strategy over the past year. What activities precipitated growth? How have you managed growth? (300 word max)
- c) Describe the economic impact as a result of your strategy. (300 word max)
- d) How many jobs were created as a result of your most recent expansion? How sustainable are these jobs? (max 300 words)
- e) Please submit the amount of jobs created as a result of Growth and Expansion for 2017, 2018, 2019 and projected in 2020.
- f) How were your sales impacted by your growth activities? (300 word max)
- g) Please submit the sales growth from 2016, 2017, 2018 and projected for 2019.
- h) What type of funding was required to finance the growth in your firm? Equity, government grants, bank or other loans, etc. Do you have adequate financing for continued growth? (300 word max)



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## Customer Service

# MNIP

Open to any for-profit organization located in the greater Saskatoon region that has been in operation for more than three (3) years as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) Does the company have a defined corporate objective in the area of customer service? Describe briefly (350 word max)
- b) Please describe your history of customer service excellence. (350 word max)
- c) What makes your customer service distinct and excellent? Provide examples of demonstrated service excellence. (500 word maximum)
- d) Please describe the specific activities undertaken to develop and implement your service excellence program and ensure consistent excellence. Please include and describe any training programs, employee incentives, use of customer feedback, etc. (700 word max)
- e) Describe how your customer service excellence strategy has affected your sales and profitability. (500 word max)
- f) Please describe how you intend to maintain your commitment to excellent customer service in the future in terms of your mandates and resources. (500 word max)

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## Entrepreneur of the Year



Open to any entrepreneur operating in the greater Saskatoon region that has been in operating a business for more than three (3) years as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) Provide a brief biography of the applicant. (500 word max)
- b) Describe why the entrepreneur should be considered for this award (500 word max)
- c) What is the entrepreneur's role in the business? (50 word max)
- d) What is the entrepreneur's interest in the business? (i.e. decision making, problem solving, hiring authority) (50 word max)
- e) Please indicate the number of employees
  - a. When the business started- Full Time & Part Time
  - b. Current- Full Time & Part Time
- f) Reasons for establishing or expanding the business. (100 word max).
- g) What were the business' objectives at inception or expansion (please include dates)? (75 word max)
- h) To date, how many of these objectives have been achieved? Include a brief description of how they were achieved. (75 word max)
- i) List the strengths of the business (include sales success). (50 word max)
- j) What challenges and risks have been encountered in the new or expanded business? (Consider the source of financing, market research, building a business plan and/or marketing plan, as well as other challenges that may have presented themselves.) Indicate how these challenges were overcome. (150 word max)
- k) Describe your target market(s) (who, what, where, why & how). Who are your clients? (75 word max)
- l) Describe your vision for the future of your business. Include strategies that would apply in obtaining this vision. (300 word max)
- m) Describe any involvement in your community through your business. Do you retain membership in business organizations? Are there other associations or organizations your business is active in that should be mentioned? Is your business active in charitable work or events? (50 words max)

**n)** Is there any extraordinary fact or strategy linked to the entrepreneur's success that should be noted? (150 word max)

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## **SABEX Business of the Year Award**



**EDWARDS**  
SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN

Open to any for-profit organization with the head office in the greater Saskatoon region that has been in operation for more than five (5) years as of October 1, 2018.

### **SUBMISSION QUESTIONS:**

- a) Describe your target market(s) and what your firm offers to these markets. (300 word max)
- b) What innovative strategies do you employ to promote your offerings to this market? (300 word max)
- c) Who are your primary competitors and how have you positioned yourself for success? (300 word max)
- d) What is changing in your marketplace which is impacting your profitability or competitiveness? Changing tastes? Legislation? New Competition? New technologies? (300 word max)
- e) D
- f) Demonstrate your firm's level of community involvement. (300 word max)
- g) Has your business experienced significant growth or expansion in the past five (5) years?
  - a. Describe your past or ongoing growth. What strategies were or are being employed to support Sustainability and Growth? (300 word max)
- h) Does your business have a growth strategy for the future?
  - a. Describe your plans and strategy for growth in the future. (300 word max)
- i) Has the business engaged in mentoring programs of any kind? How does it share its expertise with other businesses, entrepreneurs, etc. (300 word max)
- j) Does your business have any programs in place to recognize the contributions of staff? How does the firm demonstrate the importance of the employees to the firm? (300 word max)
- k) What programs and strategies are in place to support employee development? (300 words)

- d) Please note any extraordinary fact(s), strateg(ies) or achievement(s) which may be attributed to the business' success that merits your company being awarded the business of the year.

**OPTIONAL**

- a) Additional multi-media materials that could be used in the event that your firm is selected as a finalist.