

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? _____

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

8) What would you ultimately like to achieve for you and 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 Business Smiths Competition, 7th Floor, Blue Fin Building, 110 Southwark Street, London SE1 0SU. **The closing date for entries is 30th April 2010.**

THE PRIZE

This fantastic prize is valued at £6,000 and introduces the winner to the experts at Business Smiths. The prize consists of the following:

- **Develop your business plan (2 days)** To include financial profit and loss and cashflow forecast.
- **Develop marketing strategy (2 days)** To include a simple prioritised action plan.
- **Copywriting (1 day)** To develop professional content for your website.
- **Design (1 day)** To develop your company logo.
- **Develop website (6 days)** To include developing a creative website to showcase your work, including case studies, email

facilities and a domain name with 12 months' hosting.

- **Business coaching (6 x 45 minutes)** Six sessions with Business Smith Life Coach Jessica Rogers.

■ **Legal health check (30 minutes)** Telephone consultation with a Business Smith solicitor for guidance on important legal matters for your business (please note that if legal advice or work is needed following the health check, this is not included, but a no-obligation quote can be provided).

Business Smiths are small business specialists. Experts in their fields, Business Smiths can provide help in planning, marketing, IT, web development and any other professional support a small business needs from time to time, by the hour, the day, or the project. For more information and a range of free tools for your business, call 0845 053 1907, businesssmiths.co.uk.

TERMS & CONDITIONS The winner will be selected by a panel of judges. All services will be supplied according to Business Smiths' terms and conditions, which will be issued to the winner. Entry is open to residents of the UK mainland except employees (and their families) of IPC Media, its printers and agents, and prize suppliers of any other companies associated with the competition. The winner 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 prize, 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. The winner will be confirmed in writing after the closing date. The decision of the Editor is final and no correspondence will be entered into.

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