

# HAIR EXPC AWARDS

INDUSTRY BUSINESS  
PERFORMANCE  
OF THE YEAR

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DO YOU HAVE  
THE GOLDEN TOUCH?

# INDUSTRY BUSINESS PERFORMANCE OF THE YEAR

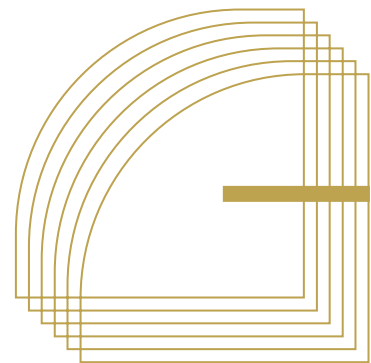
## Category definition for the Awards period of March 2018 – March 2019.

The winner of this category is a business entity or a person who has achieved outstanding performance of their business. The award is open to those who have either created and implemented a new business idea or taken their existing business to new levels.

This could apply to products, brands or consultancy concepts, or any other business relevant to the Hair Industry within Australia or New Zealand, not covered in other Awards categories.

Salons must enter the category: 'Salon Business of the Year'.

**Entries are due  
Wednesday 11.59pm, 6th March, 2019**



### **Please Note:**

- Please ensure you also read the entire general Awards Rules and Regulations document before commencing
- You must use the online Awards platform to register and answer the questions ([hairexpo.awardsplatform.com](http://hairexpo.awardsplatform.com))
- The online Awards platform will provide final details on word count and attachment limits where relevant – please use the below as a guide to the questions you will be required to answer
- Please read all the questions before commencing to avoid repetition
- Where appropriate, use bullet points to answer in a clear and concise manner.
- Entries are due Wednesday 11.59pm, 6th March, 2019
- Finalists will be announced from Wednesday 10th April. There will be nothing further to submit once the finalist announcement is made.

**Question 1 – Max 150 words (15 points)**

Describe why your business deserves to be awarded the title “Hair Expo Industry Business Performance of the Year” for 2019.

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**Question 2 – Max 500 words (20 points)**

What is your business’s activity and speciality field? What is your position in the professional hairdressing market?

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**Question 3 - Max 500 words summary + PDF Upload (40 points)**

List up to 10 highlights and activities/achievements for the business during the Awards period. (March 2018 – March 2019)

**NB: You may also support your answer with a maximum 5 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 3MB)**

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**Question 4 - Max 500 words + PDF Upload (25 points)**

What is your brand personality, culture and your overall marketing concept? How do you market and communicate this to your target market?

**NB: You may also support your answer with a maximum 4 page PDF attachment, for the purpose of visuals only to show your various marketing (maximum file size of 3MB)**

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**Question 5 – Max 500 words + PDF Upload (30 points)**

- a) What strategies have you implemented that have contributed to the Business’s outstanding performance during the Awards period?
- b) Outline the impact of the abovementioned strategies for your business on revenue, customer satisfaction, brand development, team retention and quality control.

**NB: You may also support your answer with a maximum 4 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 3MB)**

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**Question 6 – Max 500 words (20 points)**

What challenges have you undergone during the awards period? What did you learn and how have you leveraged from these challenges?

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**Question 7 - Max 500 words + PDF Upload (30 points)**

Demonstrate how your business contributes to the growth of the Hair Industry and the community. What are your plans for supporting the Hairdressing Industry further?

**NB: You may also support your answer with a maximum 5 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 3MB)**

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**Question 8 – Max 500 words (20 points)**

What are your plans to ensure the sustainability and future growth of your business?

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**Question 10 – PDF upload (0 points)**

Please upload your signed declaration. No answer or text is required in the text box for this final requirement.

## INDUSTRY BUSINESS PERFORMANCE OF THE YEAR DECLARATION

- I declare that this submission is a true and accurate reflection of the named Business's performance during the Awards Period of March 2018 – March 2019.
  
- I declare that I have read and understood the general Rules and Regulations in addition to those that apply specifically to my category.
  
- I declare that neither myself or the team have not, and will not, approach any current Hair Expo Judges in relation to the specifics of this entry. Nor will we approach them for post judging feedback at any time (the anonymous online feedback system replaces the need to approach judges, and represents all judges for a well rounded and fair source of feedback for each entrant).

*Please tick all declarations above to ensure your entry is valid.*

Name: \_\_\_\_\_

Salon: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Witness: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

In case you become a finalist, what would you most like us to share about you when we promote this achievement? Please share something we can use in our PR in 50 words or less (we will contact you if further information is required).

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