

# HAIR EXPC AWARDS

SALON BUSINESS  
OF THE YEAR

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DO YOU HAVE  
THE GOLDEN TOUCH?

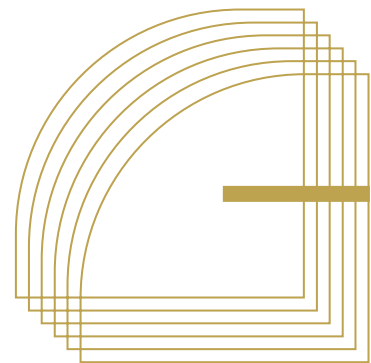
# SALON BUSINESS OF THE YEAR

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

The winner of this category is a Salon that has achieved outstanding performance of their business during the Awards period. The award is open to those Salons who have either created and implemented a new business idea or taken their existing Salon business to new levels.

The Salon must be in Australia or New Zealand and have been operational for the entire Awards period.

**Entries are due  
Wednesday 11.59pm, 20th 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, 20th March, 2019
- Finalists will be announced from Wednesday 24th April. There will be nothing further to submit once the finalist announcement is made.

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

Describe why your Salon would earn the to be awarded the title “Hair Expo Salon Business of the Year” for 2019.

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**Question 2 - Max 500 words summary + PDF Upload (40 points)**

List up to 10 highlights and activities/achievements for the Salon 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 3 - Max 500 words + PDF Upload (25 points)**

What is the Salons brand personality and how is this reflected in the Salons PR and marketing strategy? Please describe your marketing strategy when answering this question.

**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 4 - Max 500 words + PDF upload (30 points)**

What policies, procedures and systems do you have in place to operate your Salon business most effectively? When answering please consider revenue, profitability, customer satisfaction and quality control.

**NB: You may also support your answer with a maximum 3 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 2MB)**

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**Question 5 – Max 500 words (20 points)**

How do you monitor, record and analyse your Salon performance to leverage from these results and grow your business?

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**Question 6- Max 500 words plus PDF upload (30 points)**

How do you educate your team to increase motivation, skill set, consistency, loyalty and performance?

**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 7 – Max 500 words + PDF upload (20 points)**

How is your salon contributing to the community and the Hair Industry?

**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 8 – Max 500 words (20 points)**

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

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**Question 9 – PDF upload (0 points)**

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

## SALON BUSINESS 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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