

Questions for Best Home Based Business, Best Micro Business, Best Business 5-10 Employees, Best Business 11-20 Employees, Best Business 21+ Employees, Best Franchise Business and Best New Business categories.

### **Business Overview**

- Provide a general overview of your business, including a brief history and summary of your current operations.
- Describe your products and/or services. What makes your business unique and sets you apart from your competitors?
- Provide an overview of the financial performance of your business over the past 12 months and how this compares to previous years.

### **Business Planning**

- Describe your business goals over the past 12 months, the strategies you've used to achieve these goals and the results.
- Describe any improvements or changes you have implemented over the past 12 months to improve your business operations.
- What are your future goals for the business and what specific actions are you taking to ensure you achieve them?

### **Marketing**

- Describe your target customers, how you market to them and the effectiveness of these activities.

### **Customer Service**

- What strategies does your business use to create and retain loyal customers?
- What processes do you have in place to measure customer satisfaction?

**Staff** (if you don't employ staff go to business ethics).

- What strategies do you use to recruit, retain and motivate staff?

### **Business Ethics**

- How do you ensure that your business minimises its impact on the environment?
- How does your organisation's activities contribute directly or indirectly to the local economy, including buying locally?

These questions will be asked to the finalists of the Best Tourism Business, Best New Business, Best Community Service Organisation, Best Apprentice / Trainee, and Life-long Employee categories.

### **Best Tourism Business Interview Questions**

- Provide a history of your attraction, business or facility.
- Outline your business's unique features and detail how you attract tourists.
- How do you enhance the tourism experience in the Esperance and South-East region?
- How do you measure tourist satisfaction?
- What are your plans for the future?
- What seasonal factors impact your enterprise and how do you take advantage of them?

### **Best New Business Interview Questions**

- *New Business* - Detail how you identified the need for your business, and the process you went through to successfully start your business.
- *Newly Purchased Business* - Detail the process you went through to purchase your business, and why you decided to invest in Esperance's business community

### **Best Community Service Organisation Interview Questions**

- How does your organisation contribute to the local community and describe your organisations origins?
- How does your organisation's activities contribute directly or indirectly to the local economy, including buying locally?
- How has your organisation identified key factors that have made it a success?
- How have you enhanced or improved the way the organisation operates?

### **Best Apprentice/Trainee Interview Questions**

- Provide evidence of your achievements in your study programme, both on and off the job.
- Provide examples of your skills in areas such as effectively working as a team member, goal setting, initiative, leadership skills, written and verbal communication skills.
- Outline the latest developments and trends in your industry.
- What are you doing to ensure that you are continuing to improve yourself in relation to the latest developments and trends?

### **Lifelong Employee Interview Questions (New Category)**

- Provide evidence of their achievements, both on and off the job.
- Provide evidence of their skills including working as a team member, goal setting, initiative, leadership skills, written and verbal communication skills.