



## The Germantown Area Chamber of Commerce *Small Business of the Year 2022*

Thank you for your interest in applying for the Germantown Area Chamber of Commerce Small Business of the Year Award for companies with 1 to 50 employees.

Please provide the following information in general terms as it applies to your business. The Selection Committee requires only a brief overview of your business planning process and execution strategies, a summary of the results you have experienced and a brief description of the vision for the future of the business. Completed applications should be submitted in a sealed envelope to the Chamber. You may submit additional information and photos. Deadline for submission is October 17th, 2022.

### **General Business Overview**

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

Business Mailing Address:

\_\_\_\_\_

<i>Street</i>	<i>City</i>	<i>Zip</i>
---------------	-------------	------------

Physical Address if Different From Above:

\_\_\_\_\_

<i>Street</i>	<i>City</i>	<i>Zip</i>
---------------	-------------	------------

Applicant's Name: \_\_\_\_\_ Title: \_\_\_\_\_

No. of Employees \_\_\_\_\_ No. of Years in Business \_\_\_\_\_

Type of business (i.e. sole proprietorship, corporation, etc.): \_\_\_\_\_ Franchise? Y or N

Briefly describe your industry, its trends, and your marketplace:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business Mission Statement:

---

---

---

A business plan is a crucial first step in framing the future of your business. In general, describe the plan and goals set for the business.

---

---

---

---

---

What tools and performance indicators are decided to track and evaluate business performance?

---

---

---

---

---

Does the business plan include a specific sales and/or marketing plan? Y or N

**How's Business NOW?**

In general, are things progressing as planned? Tell us about the strengths of the business in your market in comparison to the competition. Are you achieving the business goals set forth for the business and how effective were the sales and/or marketing plans?

---

---

---

---

---

---

---

---

How are actual business performance indicators tracking against the projections made in the business plan? (Please describe the specific indicator that is measured and a percent over/under projected value.)

---

---

---

---

In general, please describe your customer base and market. For instance, has your market or customer base changed since the business started? What geographical market does the business serve?

---

---

---

---

---

In general, please describe the employee & self-development activities and the recognition & benefits program.

---

---

---

---

---

How does the business contribute to the community?

---

---

---

---

---

**As For The Future**

In general, describe the vision for the future of the business.

---

---

---

---

---

---

---

---

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date of Application

---

**Submit in a sealed envelope to the Germantown Area Chamber of  
Commerce by Monday, October 17<sup>th</sup>, 2022**

**Janie@GermantownChamber.com**

# Company Name:

Date:

<b>Profit &amp; Loss Statement</b>		
	<b>2021</b>	<b>2020</b>
	current year	prior year
<b>Revenue</b>		
Sales Revenue		
Service Revenue		
Interest Revenue		
Gain of Sales of Assets		
<b>Total Revenue &amp; Gains</b>	\$	\$
<b>Expenses</b>		
Advertising		
Delivery/Freight Expense		
Depreciation		
Insurance		
Interest		
Office Supplies		
Rent/Lease		
Maintenance and Repairs		
Travel		
Wages		
Utilities/Telephone Expenses		
Other Expenses		
<b>Total Expenses</b>	\$	\$
<b>Income before tax</b>	\$	\$
Income tax expense		
<b>Net Profit (Loss)</b>	\$	\$

# The Germantown Area Chamber of Commerce

## ***2022 Small Business of the Year Award***

### ***Participation Rules***

1. Applications will be reviewed by an outside third-party evaluator. Their decision will be final.
2. The business must be at least two (2) years old.
3. Applicant must have a current business license.
4. Applicant must be an owner/operated business.
5. Recipient of the *Small Business of the Year Award* may use the designation for three years for advertising purposes. However, the Germantown Area Chamber of Commerce reserves the right to terminate advertising of the award at any time.
6. Recipient of the *Small Business of the Year Award* must maintain ownership in order to advertise the award. Advertised use of the award is not transferable.
7. Recipient of the *Small Business of the Year Award* agrees to allow the Germantown Area Chamber of Commerce all rights to publicize their business as the award winner.
8. Recipient of the *Small Business of the Year Award* must wait five (5) years to again make application for the same category. Recipient may apply for a different category, if qualified, at any time.
9. Inappropriate or illegal use of the *Small Business of the Year Award* will result in immediate termination of the award.
10. An Applicant must be a member in good standing of the Germantown Area Chamber of Commerce for a minimum of one (1) year.

*The Germantown Area Chamber of Commerce sincerely appreciates  
your interest in this award and the effort and thought you put into your application.  
We wish you the best in this competition and especially in your business future.*

For more information contact the Germantown Area Chamber of Commerce, 2195 South Germantown Road, Ste 100, Germantown, TN 38138 (901-755-1200) [Janie@GermantownChamber.com](mailto:Janie@GermantownChamber.com).