



The ABEX Awards General Information

The ABEX Awards are open to all private sector (non-governmental), for profit, enterprises in Saskatchewan, whether large or small. A company may submit its own application or be sponsored by a third party (all third party nominations must be approved by an authorized representative of the sponsored company).

The business may be entered in more than one of the ABEX categories.

All applicants will automatically be entered into the “Business of the Year” category.

Once you have decided which categories the company is going to enter,

- ➔ Complete the Background Information
- ➔ Complete the entry form(s) corresponding to the categories you have chosen to enter.

Return the completed forms before **June 30, 2010** to:

The ABEX Awards Selection Committee
c/o Saskatchewan Chamber of Commerce
1630 Chateau Tower - 1920 Broad Street
Regina, Saskatchewan S4P 3V2
Email: tdoroshenko@saskchamber.com

The ABEX administration office guarantees that any information you may provide will remain confidential. All information after judging will be destroyed or returned to you according to your direction.

The ABEX jury will evaluate the performance of a business over its most recent fiscal year.

The gala awards ceremony will be held in Regina on Saturday, October 30, 2010.

(Please use separate sheet of paper to answer if necessary)



Background Information

Name of Company: _____
 Address: _____
 City: _____ Postal Code: _____
 Telephone: _____ Facsimile: _____
 Name of President: _____
 Number of Employees: _____ Location of Head Office: _____
 In operation for _____ years Email: _____
 Person to contact regarding this submission: _____

Sales (latest three years, most recent first)

\$ _____ \$ _____ \$ _____

Details of Field of Activities

Types of Products or Services	% of Total Sales/Revenue
_____	%
_____	%
_____	%

Geographical Distribution of Sales

Saskatchewan _____ % USA _____ %
 Other Provinces _____ % Other Countries _____ %

Financial Information

Financial success is an important criterion in recognizing business excellence.

In order to assist the jury in the selection of the ABEX Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business. Also, finalists in various categories may be contacted by our independent supervisors, Dillon Hillstead Melanson Certified General Accountants, to provide certain financial data that would assist the jury in determining the financial stability of your business.

All information is treated in a strictly confidential manner.

Please enclose any documents (brochures, folders, annual reports) that the company has published describing its activities, interests, etc.

Authorized signatures _____ /
 Submitted by _____ Authorized by _____
 /
 Date _____ Date _____

(All third party nominations must be approved by an authorized representative of the sponsored company.)

(Please use separate sheet of paper to answer if necessary)



The ABEX Award for Marketing

The Achievement for Business Excellence Award for Marketing is awarded to the business demonstrating exceptional performance in the execution of a successful marketing strategy. The jury evaluates the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

NAME OF COMPANY

1. What current marketing strategy are you entering in this competition (products or services involved, date)? This strategy must have occurred within your last operating year.

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2. What is (are) the firm's target market(s)?

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3. What are the objectives of the strategy?

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4. How successful has the firm been in achieving the objectives? Describe the evaluation method and results obtained.

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(Please use separate sheet of paper to answer if necessary)



5. What type of challenge does this strategy involve?

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6. How is this strategy original and what is its distinguishing advantage?

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7. Within the framework of the marketing strategy entered in this competition:

a) Describe and explain the major decisions concerning the product or service;

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b) Describe and explain the major decisions concerning pricing and pricing policy for the product or service;

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c) Describe and explain the major decisions concerning sales force, advertising, visual sales and public relations;

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d) Describe and explain the major decisions concerning the level of distribution (how your product or service is delivered to your market).

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8. What are the principal means of measuring achievement with regard to the strategy's objectives?

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9. How does this new strategy position the firm with relation to local, national and international competition?

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10. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit www.saskchamber.com for more information.)

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11. Why do you feel this firm deserves the ABEX Award for Marketing?

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12. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (optional)

- 1)
- 2)
- 3)