

ATHLONE BUSINESS AWARDS



Athlone Business. At the heart of it

Full Category Descriptions

Business of the Year

This category is open to all commercial enterprises in the Athlone & district area who have demonstrated business growth, development, entrepreneurship, sustainability and success. Applicants should be able to demonstrate excellence in business practice, performance and achievement.

Business Person of the Year

This category is open to all local business people who have made a significant contribution to their business whether through innovation, services or ideas which have led to genuine business growth. Applicants should be able to demonstrate excellence in business practice, performance and success.

Leadership in Corporate Social Responsibility Award

This category is open to all commercial enterprises in the Athlone & district area with CSR Programmes in place. Applicants should be able to demonstrate responsible and sustainable business practices as well as engagement with Social Networks, Community Programmes, charity Partnerships etc.

Exporter of the Year

This category is open to all commercial business in the Athlone & district area involved in the creation and exportation of products, knowledge management and services outside of Ireland who can demonstrate excellence in business practices, business/market development, financial performance and success.

Innovation in Business/ Technology

This category is open to any Athlone & district area enterprise from any field of business that can demonstrate how an innovation or change has been applied to its strategic business model/business operations/development plans and implemented in the last two years, which has delivered tangible success for the business. This award is open to any registered business employing minimum of 3 people (no maximum).

Pharma / Medtech / Healthcare Company of the Year

This category is open to all Athlone & district area commercial businesses in the Pharmaceutical, Medical Device, Medical Technology, Medical Research & provision of Healthcare Products & Services. Applicants should be able to demonstrate achievement in their field & where possible how they are contributing to Patient Care & Wellbeing. They should also be able to demonstrate excellence in business practices, market development, financial performance and success.

Professional/ Service Provider of the Year

This category is open to all Athlone & district area commercial businesses, professionals and sole traders who are engaged with the provision of services and expertise to Industry that can demonstrate a good business model that ensures depth of engagement and delivery. They should also be able to demonstrate excellence in business practices, market development, financial performance and success.

Retailer of the Year

This category is open to all Athlone & district area businesses involved in retailing – both on and/or offline, which can demonstrate excellence in their business operations and performance that supports Athlone & district area's growing reputation for excellence in retailing

Culture / Heritage / Tourism /Hospitality Award

This category is open to all heritage and cultural attractions, activities, festivals and events which can demonstrate excellence in their business practices, business performance and success. In addition to demonstrating customer satisfaction, they should also demonstrate how their business marketing plan is resulting in growth in visitor footfall and helping expand their tourist markets and how they work with others to contribute to the development of Athlone & district area as a destination. This category is also open to all Athlone & district area businesses that can demonstrate excellence in quality, customer satisfaction and business performance improvement in their hospitality business across any of the following disciplines: food and/or beverage, accommodation & entertainment. Where relevant, they should be able to demonstrate ways in which they are 'adding' additional revenue streams/potential to grow the business to ensure greater sustainability into the future.

Family Business of the Year

This category is open to all family owned and run businesses in the Athlone & district area, employing one or more people (**maximum 10 employees only with at least one employee to be a family member**) that can demonstrate excellence in business practices - from product /service innovation in response to market needs and trends, in people's skills development as well as in marketing and sales development for overall business performance and success.

Entrepreneur/ Emerging New Business

This category is open to all businesses owned and run in the Athlone & district area, employing between 2 - 10 people, with a turnover of less than €500,000 p.a. and that have been established and **are trading for between 6 months and 2 years**. Applicants should have a clear vision and goal for the business, have a clear understanding of the business unique selling point (USP) and market potential, be able to demonstrate how they have created a solid business model and plan to establish themselves firmly in the market. Even within their early development they should be able to evidence excellence in business practices as well as capturing and using an understanding of customer needs to grow sales and develop the business.

Environmental Award

This business award category is open to any Athlone & district area commercial businesses across all sectors who can demonstrate consistent application of good environmental practices aligned to recognised Irish /EU environmental standards. Applicants should be able to evidence in their business /environmental plan ongoing and ambitious goals for further environmental improvement and sustainable development in terms of some or all of the following: contribution to climate change in terms of water and energy usage and conservation, as well as practices to optimise air quality and minimise/remove noise pollution, application of good or best practice in the treatment of wastewater and waste recycling and application of policies and practices that support nature biodiversity and engagement in opportunities for eco-innovation.