

Full Category Descriptions

AGRI-BUSINESS OF THE YEAR *Kindly Sponsored by*



This category is open to all commercial businesses operating in agricultural production through farming/contract farming as well as production and supply of seed, feed and soil nutrition products and the supply of farming machinery and equipment. This will also cover high volume food production through locally sourced produce and raw materials. The award is presented to the organisation that can best demonstrate excellence and innovation in the above.

EXPORTER OF THE YEAR *Kindly Sponsored by*



This category is open to all businesses currently exporting product and/or services from County Laois. Judges will be looking at exporters who can demonstrate success in securing and building new export markets and who have developed a strategic export plan to increase sales.

INNOVATION IN BUSINESS *Kindly Sponsored by*



The 'Innovation in Business' award will be given to any enterprise displaying the best example of innovation, which has been developed and applied to its business model to improve its products & services and deliver commercial performance.

ENVIRONMENTAL AWARD *Kindly Sponsored by*



This award is open to all types of businesses operating in the environmental and green sectors of our economy and will go to the business that can best demonstrate how its 'Green' and 'Sustainability' ethos and practices have positively contributed towards environmental improvement.

TOURISM & HOSPITALITY AWARD *Kindly Sponsored by*



This category is open to any tourism or hospitality business including hotels, conference & exhibition centres, museums & visitor attractions etc. The judges will be looking for businesses that demonstrate exceptional customer care and commitment to provide an outstanding experience for visitors, tourists and business travellers to Co. Laois.

ENTREPRENEUR OF THE YEAR AWARD *Kindly Sponsored by* 

This award recognises those individuals who have shown the desire to succeed with their own ideas and have had the ambition to turn those ideas into a successful business. The judges will be looking for an outstanding individual who can best demonstrate exceptional vision and leadership and personality in the development of their own business.

RETAIL EXCELLENCE AWARD *Kindly Sponsored by* 

The Retail Excellence Award will recognise and reward businesses (retail stores/companies/ individuals) who deliver continuous and exemplary standards; those who inspire and encourage team members to work together to deliver the ultimate experience to customers and consequently drive business and success.

SME BUSINESS OF THE YEAR *Kindly Sponsored by* 

The judges are looking for those SMEs across all sectors (up to 50 employees) demonstrating significant growth or expansion, innovation in products, services or processes, exceptional customer engagement, effective leadership and management and strong financial results. SME success is an important contributor to our economy's lifeblood. As a result of this it is fundamental that new businesses - across a broad spectrum of products, services and operating within a variety of market sectors - continue to start up, grow, thrive and move into a position of longer term sustainability.

eCOMMERCE AWARD *Kindly Sponsored by*   

To recognise Laois businesses that utilise the latest cutting edge technology and power of social media to keep their business on the forefront of the modern spectrum. To enter this category your company needs to demonstrate how it used internet based technology in an innovative way to significantly enhance your business.

OVERALL BUSINESS OF THE YEAR *Kindly Sponsored by* 

This prestigious award recognises businesses for noteworthy accomplishments, long-standing contribution to the community, and significant community service efforts. The nominees will have made a major or visible contribution in the past year that reflects commercial growth and achievement, innovation, creativity or community involvement.

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