

Best business Award London

Individual Excellence Award

Home Based Business Award

OVERVIEW

The Home-Based Business Award recognizes an outstanding entrepreneur or business operating primarily from a home setting. This category honors businesses that have demonstrated growth, innovation, and professionalism while managing operations outside traditional commercial premises. It celebrates the unique challenges overcome by home-based enterprises and their contributions to the economy and local community.

ELIGIBILITY

- Open to individuals or teams running a business primarily from a home or residential setting.
- The business must be legally registered and operational for at least 12 months.

QUALITATIVE CRITERIA

- Founder's story and motivation behind starting from home.
- Unique value proposition and niche served.
- Resilience and adaptability in managing a business from home.
- Testimonials from customers or community.

METRICS

| Metrics Criteria | Current Year | 5. Impact | Previous Year | Potential: |
|---|--------------|-----------|---------------|---|
| <ul style="list-style-type: none">• Annual revenue or profit growth.• Number of repeat customers or client retention rate.• Website traffic or social media engagement.• Orders .. | | | | <ul style="list-style-type: none">◦ Contribution to |

JUDGING CRITERIA

1. **Business Growth and Performance:**
 - Revenue growth, client base expansion, or market traction achieved from a home setup.
2. **Innovation and Resourcefulness:**
 - Creative solutions in delivering products/services, use of digital tools, or overcoming space and logistical limitations.
3. **Branding and Market Reach:**
 - Strength of brand presence, effective marketing strategies, and use of e-commerce or social media to grow the business.
4. **Customer Experience and Professionalism:**
 - Testimonials, service quality, and the ability to provide a professional customer experience from a non-commercial setting.

MANX
ACCOUNTANCY AWARDS