

# Best business Award Isle Of Man

## 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.

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### 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 6. Potential:
<ul style="list-style-type: none"><li>• Annual revenue or profit growth.</li><li>• Number of repeat customers or client retention rate.</li><li>• Website traffic or social media engagement.</li><li>• Orders ..</li></ul>		<ul style="list-style-type: none"><li>• Contribution to</li></ul>

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### 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.

