

# Best business Award London

## Individual Excellence Award Small Business of the Year

### OVERVIEW

This award celebrates a small business that has demonstrated outstanding growth, innovation, customer service, and community impact over the past year. It recognizes businesses that punch above their weight, showing resilience, strong leadership, and a commitment to excellence despite limited resources. Whether through exceptional service, innovation, or community engagement, this category honors the business that has truly made a difference.

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### ELIGIBILITY

- Open to independently owned and operated businesses.
- Must have been in operation for at least 12 months at the time of nomination.

### QUALITATIVE CRITERIA

- Must employ fewer than 50 employees.
- Must demonstrate growth ..
- Clear business mission and values.
- Vision for long-term growth and sustainability.
- Entrepreneurial spirit and adaptability to change.
- Unique selling proposition (USP) and differentiation in the market.

### METRICS

Testimonials or case studies reflecting customer or client satisfaction.

### Our Sponsors :

### JUDGING CRITERIA

Judges will assess entries based on the following:

1. Business Performance – Evidence of financial growth, stability, and operational success.
2. Innovation & Creativity – Introduction of new ideas, services, or products.
3. Customer Focus – Proven commitment to delivering high levels of customer satisfaction.
4. Leadership & Culture – Strong leadership, team development, and a positive workplace culture.
5. Community Impact – Contributions to the local community or wider social responsibility efforts.

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Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• Year-over-year revenue or profit growth.</li><li>• Employee headcount changes.</li><li>• Retention and customer satisfaction rates.</li><li>• Number of new clients/customers ..</li></ul>		

