

Ulster Bank Irish Franchise Association  
**EXPO & Awards 2010**

Details and Official Entry Form



# Ulster Bank Irish Franchise Association EXPO & Awards 2010









Welcome to the annual Irish Franchise Awards sponsored by Ulster Bank Group. The Irish Franchise Awards recognise excellence in franchising. These prestigious awards identify and reward the outstanding achievements of businesses and individuals in the growth and development of the franchise industry on the island of Ireland. The franchise sector has shown significant growth over recent years and according to latest figures is worth over €2 billion with more than 270 active systems in Ireland providing over 25,000 jobs.

These industry awards are an established and anticipated event in the Irish Franchise calendar, providing us with an unparalleled opportunity to showcase franchising by subjecting our best to independent benchmarking, assessment and judgment leading to higher professional standards across our industry as a whole.

The awards will be presented at a formal black-tie awards ceremony in the Hospitality Suite at Croke Park, Dublin on Friday February 19th 2010. The award ceremony is anticipated to be one of the most impressive business events of the year reflecting the remarkable growth of the franchise sector in these challenging times. The awards are particularly special this year as they will be the highlight of the first Ulster Bank Irish Franchise Association EXPO and awards 2010

David Killeen, *Chairman*

There are six entry categories to choose from:

-  Franchise of the year – Retail
-  Franchise of the year – Service
-  Franchisee of the year – Retail
-  Franchisee of the year – Service
-  Franchise Person of the year
-  Best Emerging Franchise

The award winners in each category will receive a specially commissioned trophy

## Judging Panel



**Orna Stokes**  
Senior Manager,  
Head of specialist  
sectors, Ulster  
Bank

Orna is a qualified accountant and has a broad range of banking and finance experience. Orna has worked with small and developing businesses for more than a decade and has specialist expertise in the area of franchising.

**Greg Swift**  
CEO, Dublin  
County Enterprise  
Board

Greg Swift is CEO of Dublin County Enterprise Board, the enterprise support agency, since 2005. He previously was CEO in PLATO Dublin, the management development network, for 7 years. He did an MBA in UCD with thesis on Franchising

**Cian O Mongain**  
Sunday Business  
Post

Cian heads up the advertising team at The Sunday Business Post and has responsibility for driving revenues and developing new products.

He holds a BA Mod in German and English from Trinity College Dublin and a Diploma in Public Relations from DIT Aungier St

**Orla Nugent**  
Director Executive  
MBA, UCD  
Michael Smurfit  
Graduate Business  
School

Orla has held senior programme management positions in the financial services and IT industries, working with a number of blue chip companies in Ireland, The US, and Australia. Orla also holds an executive MBA from Smurfit Business School

**Conor Brophy**  
Business Editor-  
Newstalk

Conor is Business Editor of Newstalk bringing you extended business reports on the latest company results, stock market movements and breaking news plus interviews, comment, debate and analysis with CEOs, leading executives and experts.



## ENTRY CATEGORIES & GUIDELINES

Entries for the awards may be made in any of the following categories. While an entry may be submitted in more than one category, the judging panel reserves the right, in consultation with the entrant, to consider any entry in a category other than that for which it was entered.

### Franchise of the Year Award

This category is open to any Irish or International franchise which has an established business franchise system in Ireland, North and/or South. The short listed entries and winning businesses will be chosen, for their success, progress, and potential, including level of support to franchisees including training, intranet sites, common purchases and franchisee seminars. There are two categories and awards: • Retail • Service

### Franchisee of the Year Award

This award is open to franchisees with a single, or multiple, outlet of any established business franchise system in Ireland, North and/or South. The short listed entries and winners will be chosen, for their success, including employment record and take-up of business concept.

There are two categories and awards:

- Retail
- Service

### Best Emerging Franchise Award

This award is open to a franchisor who has established a new Irish franchise system in 2004 or later and which is considered to have good potential for development. The short listed entries and winner will be chosen having regard to their start-up date, innovation, growth rates, brand recognition and effective marketing

### Franchise Person of the Year Award

This award is open to an individual who has made a valuable contribution towards raising the profile of franchising in Ireland.

### Judging Criteria

The judges will evaluate each entry based on its merit and success at achieving stated objectives. If the members of the judging panel are of the opinion that a sufficiently high standard has not been attained in any of the categories, the award in that category will be withheld.

**Each Submission must incorporate information under the following headings:**

#### A: Executive Summary

A supporting statement of your submission in no more than 500 words. This should be an executive summary of the most salient points of your entry.

#### B: Company Profile

Give details in relation to company history, products and/or services, number of franchisees, client base plus main competitors.

#### C: Franchising

Using the guidelines for your entry category indicated above; describe your success, progress, and potential, using the Franchise Business Model

#### D: Outstanding results in your category

List key achievements in your business that are relevant to the category you have entered. What were the obstacles overcome and why are these achievements outstanding (no more than 3)

#### D: The Future of your Business

What long-term plans do you have for your business and how do you see it growing and developing over the next 3 years?

#### E: Financial Details

Please enclose your latest set of financial statements (audited) and Turnover and Net Profit Figures for the last 3 years signed by company director/secretary

## Ulster Bank Irish Franchise Association

**EXPO & Awards 2010**Company Details \_\_\_\_\_ Entrant \_\_\_\_\_ Name of Business \_\_\_\_\_ Address \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ Telephone \_\_\_\_\_ Email \_\_\_\_\_ Head of Organisation \_\_\_\_\_ Contact for Awards \_\_\_\_\_ Trading Status \_\_\_\_\_ Year Established \_\_\_\_\_ Website \_\_\_\_\_ **Categories** (Please tick the category you are attending)

- |   |  |
|---|--|
| <input type="radio"/> Franchise of the year – Retail  | <input type="radio"/> Franchisee of the year – Service |
| <input type="radio"/> Franchise of the year – Service | <input type="radio"/> Franchise Person of the year     |
| <input type="radio"/> Franchisee of the year – Retail | <input type="radio"/> Best Emerging Franchise          |

We hereby certify that all particulars supplied by us in this entry are correct to the best of our knowledge and belief and that no material information has been withheld. We accept the rules and conditions of entry and agree to abide by the decisions of the judging panel on all matters relating to these awards.

Signed ..... Date .....

**ENTRY FORM**

in association with

**newstalk.**  
106-108 fm**THE SUNDAY BUSINESS POST**  
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER

# CLOSING DATE FOR NOMINATIONS

Entries should be received no later than 12 noon on Monday 30th of November 2009.

Send all nominations to:

Irish Franchise Awards,  
Kandoy House,  
2 Fairview Strand,  
Dublin 3, Ireland.  
Fax: + 353 1 8134575.

Short-listed entries will be announced in January 2010.

1. Entries must be in hardcopy and can be submitted by franchisors, franchisees or related consultants
2. The number of entries per nominee is not limited
3. Each entry may be entered in one or more categories
4. Each entry must be on the official form which incorporates an executive summary (500 words max).
5. Supporting material such as press cuttings, print material etc can be attached to the submission as appendices.
6. All submissions, including supporting material, will become the property of the organisers and will not be returned.
7. The decision of the judges will be final and the organisers will not enter into discussion or correspondence in respect of any result.
8. Canvassing of judges will result in immediate disqualification.
9. Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.



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Late entries will not be considered