

Criteria for Best Businesswoman award 2022

KIND NOTE: to be able to compete for this award, **your business should be registered/** pou capave participe à sa compétition la, **fauder ou business li enregistré**

1) BASIC INFORMATION

- a) Is your Business registered/eski ou business li enregistré?
- b) What is the name of your business/Ki nom ou business?
- c) Give us a description of your business (what do you sell, how do you sell it?...)/ Donne nou ène description de ou business (ki ou vender, ki façon ou vende li?..)

2) HISTORY

- a) Why did you start your business/*Ki faire ou fine décide pou ouvert ou business?*
- b) How did you start your business/*Comment ou fine commence ou business?*
- c) Since when have you established your business/*Depi kan ou fine ouvert ou business?*

3) STRATEGY

- a) What challenges did you meet and how did you overcome them?/ *Ki challenges (défis) ou fine gagner et couma ou fine réussi surmonte zot?*
- b) How is your business or product/service different from others/ *Dans ki façon ou business ou soit ou produit/service zot différent depi lezot?*

4) MARKETING & SERVICES

- a) Customer focus:
How do you interact with your clients (Communication before and after sale, do you do a follow-up with the clients, after-sale services, do you try to understand the needs of the clients...)

Couma ou intéragir avec ou bane clients? (Communication avant et après la vente, eski ou faire ène follow-up avec zot, eski ou fournit ène service après-vente, eski ou essaye adapter ou produit en fonction de besoin de ou client...)

- b) What marketing initiatives did you undertake that have improved your business/Ki initiatives de marketing ou fine faire et ki fine améliore ou business?