



## LAURIERS DE LA PME 2009

### Category: PROCESSING COMPANY

#### Evaluation Criteria

<b>ECONOMIC PERFORMANCE - 70%</b>
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#### **1. Financial health and performance (X points/15)**

- History and growth
- Planning and management of activities
- Performance ratios from bank
- Quality of banking information
- Other

#### **2. Job creation (X points/15)**

- Number of full-time and part-time positions
- Rate of employment growth
- Type of employment
- Other

#### **3. Unique or innovative approaches to processing (X points/15)**

- Knowledge of the market and meeting clients' needs
- Originality and usefulness of the product
- Improvement of existing products / increase in added value
- Product diversification
- Raw materials suppliers
- Support for the activity from year to year
- For seasonal companies, extending the duration of economic activity
- Ability to make strategic alliances in production
- Approach to sustainable development
- Other

#### **4. Markets and market access (X points/5)**

- Regional expansion
- National expansion
- International expansion
- Developing specialty or niche markets
- Ability to make strategic alliances in distribution and sales
- Innovation in commercialization
- Other

#### **5. Management and quality assurance (X points/5)**

- Quality control system for the product
- Tracking customer satisfaction
- ISO certification
- Other

#### **6. Significant impacts on the local economy (X points/5)**

- Job creation
- Extending the duration of seasonal economic activity
- Ability to create other economic activity locally
- Retaining qualified young people locally
- Other

**7. Commitment to on-going improvement (X points/5)**

- Regular performance reviews
- Innovative approaches to employee motivation
- Encouraging internal initiative
- Developing technical skills
- Training for management positions
- Continuing education (financial support, leave, etc.)
- Preparing for replacement and succession
- Other

**8. Special challenges (X points/5)**

- Difficulties in financing
- Insufficient financial or human resources for marketing
- Insufficient skilled staff, equipment or support services
- Recruiting and integrating immigrant workers
- Adapting to new rules and regulations
- Fluctuations in exchange rate
- Fluctuations in production costs
- Other

<b>SOCIAL COMMITMENT - 30%</b>
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**1. Community involvement by the company or its staff (X points/10)**

- Participation in community events
- Participation in fundraising campaigns (promotion, direct contributions, activities, etc.)
- Funding community activities or facilities
- Priority given to local staff and suppliers
- Active support for volunteers (e.g. allowing a certain number of work hours per week or per month)
- Other

**2. Promoting French (X points/10)**

- Hiring French-speakers or those prepared to work in French
- Offering products in French
- Priority given to francophone suppliers and partners
- Belonging to francophone business group(s)
- Company name, information and website in French or bilingual
- Other

**3. Supporting young people's participation in the economy (X points/10)**

- Professional relationships with young business leaders
- Hiring interns
- Participating in mentorship or education programs
- Encouraging internal advancement by young people
- Other

**OTHER (not included elsewhere, maximum of 5)**

Honours or recognition awards

Employer's commitment to the balance between work and family

Environmental considerations

Significant comments or rationale



## LAURIERS DE LA PME 2009

### Category: COMMERCIAL SERVICES COMPANY

#### Evaluation Criteria

<b>ECONOMIC PERFORMANCE - 70%</b>
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##### **1. Financial health and performance (X points/15)**

- History and growth
- Planning and management of activities
- Performance ratios from bank
- Quality of banking information
- Other

##### **2. Job creation (X points/15)**

- Number of full-time and part-time positions
- Rate of employment growth
- Type of employment
- Other

##### **3. Unique or innovative approaches to commercial services (X points/15)**

- Knowledge of the market and meeting clients' needs
- Originality and usefulness of the service
- Improvement of existing service
- Service diversification
- Suppliers
- Support for the activity from year to year
- For seasonal companies, extending the duration of economic activity
- Approach to sustainable development
- Other

##### **4. Markets and market access (X points/5)**

- Regional expansion
- National expansion
- International expansion
- Developing specialty or niche markets
- Ability to make strategic alliances in distribution and sales
- Innovation in commercialization
- Other

##### **5. Management and quality assurance (X points/5)**

- Quality control system for the service
- Tracking customer satisfaction
- Other

##### **6. Significant impacts on the local economy (X points/5)**

- Job creation
- Extending the duration of seasonal economic activity
- Ability to create other economic activity locally
- Retaining qualified young people locally
- Other

**7. Commitment to on-going improvement (X points/5)**

- Regular performance reviews
- Innovative approaches to employee motivation
- Encouraging internal initiative
- Developing technical skills
- Training for management positions
- Continuing education (financial support, leave, etc.)
- Preparing for replacement and succession
- Other

**8. Special challenges (X points/5)**

- Difficulties in financing
- Insufficient financial or human resources for marketing
- Insufficient skilled staff, equipment or support services
- Recruiting and integrating immigrant workers
- Adapting to new rules and regulations
- Fluctuations in exchange rate
- Fluctuations in production costs
- Other

<b>SOCIAL COMMITMENT - 30%</b>
--------------------------------

**1. Community involvement by the company or its staff (X points/10)**

- Participation in community events
- Participation in fundraising campaigns (promotion, direct contributions, activities, etc.)
- Funding community activities or facilities
- Priority given to local staff and suppliers
- Active support for volunteers (e.g. allowing a certain number of work hours per week or per month)
- Other

**2. Promoting French (X points/10)**

- Hiring French-speakers or those prepared to work in French
- Offering services in French
- Priority given to francophone suppliers and partners
- Belonging to francophone business group(s)
- Company name, information and website in French or bilingual
- Other

**3. Supporting young people's participation in the economy (X points/10)**

- Professional relationships with young business leaders
- Hiring interns
- Participating in mentorship or education programs
- Encouraging internal advancement by young people
- Other

**OTHER (not included elsewhere, maximum of 5)**

Honours or recognition awards

Employer's commitment to the balance between work and family

Environmental considerations

Significant comments or rationale



## LAURIERS DE LA PME 2009

### Category: SPECIALIZED SERVICES COMPANY

#### Evaluation Criteria

<b>ECONOMIC PERFORMANCE - 70%</b>
-----------------------------------

##### **1. Financial health and performance (X points/15)**

- History and growth
- Planning and management of activities
- Performance ratios from bank
- Quality of banking information
- Other

##### **2. Job creation (X points/15)**

- Number of full-time and part-time positions
- Rate of employment growth
- Type of employment
- Other

##### **3. Unique or innovative approaches to specialized services (X points/15)**

- Knowledge of the market and meeting clients' needs
- Originality and usefulness of the service
- Improvement of existing service / increase in added value
- Technological innovation
- Service diversification
- Suppliers
- Support for the activity from year to year
- For seasonal companies, extending the duration of economic activity
- Approach to sustainable development
- Other

##### **4. Markets and market access (X points/5)**

- Regional expansion
- National expansion
- International expansion
- Developing specialty or niche markets
- Ability to make strategic alliances in distribution and sales
- Innovation in commercialization
- Other

##### **5. Management and quality assurance (X points/5)**

- Quality control system for the service
- Tracking customer satisfaction
- Other

##### **6. Significant impacts on the local economy (X points/5)**

- Job creation
- Extending the duration of seasonal economic activity
- Ability to create other economic activity locally
- Retaining qualified young people locally
- Other

**7. Commitment to on-going improvement (X points/5)**

- Regular performance reviews
- Innovative approaches to employee motivation
- Encouraging internal initiative
- Developing technical and specialized skills
- Training for management positions
- Continuing education (financial support, leave, etc.)
- Preparing for replacement and succession
- Other

**8. Special challenges (X points/5)**

- Difficulties in financing
- Insufficient financial or human resources for marketing
- Insufficient skilled staff, equipment or support services
- Recruiting and integrating immigrant workers
- Adapting to new rules and regulations
- Fluctuations in exchange rate
- Fluctuations in production costs
- Other

<b>SOCIAL COMMITMENT - 30%</b>
--------------------------------

**1. Community involvement by the company or its staff (X points/10)**

- Participation in community events
- Participation in fundraising campaigns (promotion, direct contributions, activities, etc.)
- Funding community activities or facilities
- Priority given to local staff and suppliers
- Active support for volunteers (e.g. allowing a certain number of work hours per week or per month)
- Other

**2. Promoting French (X points/10)**

- Hiring French-speakers or those prepared to work in French
- Offering services in French
- Priority given to francophone suppliers and partners
- Belonging to francophone business group(s)
- Company name, information and website in French or bilingual
- Other

**3. Supporting young people's participation in the economy (X points/10)**

- Professional relationships with young business leaders
- Hiring interns
- Participating in mentorship or education programs
- Encouraging internal advancement by young people
- Other

**OTHER (not included elsewhere, maximum of 5)**

Honours or recognition awards

Employer's commitment to the balance between work and family

Environmental considerations

Significant comments or rationale



## LAURIERS DE LA PME 2009

### Category: MICRO COMPANY

#### Evaluation Criteria

<b>ECONOMIC PERFORMANCE - 70%</b>
-----------------------------------

#### **1. Financial health and performance (X points/15)**

- History and growth
- Planning and management of activities
- Performance ratios from bank
- Quality of banking information
- Other

#### **2. Job creation (X points/5)**

- Number of full-time and part-time positions
- Rate of employment growth
- Type of employment
- Other

#### **3. Unique or innovative approaches as a micro company (X points/20)**

- Knowledge of the market and meeting clients' needs
- Originality and usefulness of the product or service
- Improvement of existing product or service / increase in added value
- Product or service diversification
- Suppliers
- Support for the activity from year to year
- For seasonal companies, extending the duration of economic activity
- Ability to make strategic alliances in production
- Approach to sustainable development
- Other

#### **4. Markets and market access (X points/10)**

- Regional expansion
- National expansion
- International expansion
- Developing specialty or niche markets
- Ability to make strategic alliances in distribution and sales
- Innovation in commercialization
- Other

#### **5. Management and quality assurance (X points/5)**

- Quality control system for the product or service
- Tracking customer satisfaction
- Other

#### **6. Significant impacts on the local economy (X points/5)**

- Job creation
- Extending the duration of seasonal economic activity
- Ability to create other economic activity locally
- Retaining qualified young people locally
- Other

**7. Commitment to on-going improvement (X points/5)**

- Developing technical and management skills
- Preparing for replacement and succession
- Other

**8. Special challenges (X points/5)**

- Difficulties in financing
- Insufficient qualified resources
- Insufficient equipment or support services
- Recruiting and integrating immigrant workers
- Adapting to new rules and regulations
- Fluctuations in exchange rate
- Fluctuations in production costs
- Other

<b>SOCIAL COMMITMENT - 30%</b>
--------------------------------

**1. Community involvement by the company or its staff (X points/10)**

- Participation in community events
- Participation in fundraising campaigns (promotion, direct contributions, activities, etc.)
- Funding community activities or facilities
- Priority given to local staff and suppliers
- Active support for volunteers (e.g. allowing a certain number of work hours per week or per month)
- Other

**2. Promoting French (X points/10)**

- Offering product or services in French
- Priority given to francophone suppliers and partners
- Belonging to francophone business group(s)
- Company name, information and website in French or bilingual
- Other

**3. Supporting young people's participation in the economy (X points/10)**

- Professional relationships with young business leaders
- Hiring interns
- Participating in mentorship or education programs
- Other

**OTHER (not included elsewhere, maximum of 5)**

Honours or recognition awards

Employer's commitment to the balance between work and family

Environmental considerations

Significant comments or rationale