

Alabama Manufacturer of the Year Criteria Outline



As a reminder, all information presented in your application will be held strictly confidential. Our Judges agree not to communicate or distribute your data in any manner. To further protect your privacy, companies can express financial information in percentages.

Keep in mind that the judges most likely aren't experts in your industry. Please spell out and/or explain abbreviations or industry terms including certifications etc.

Step 1: If you haven't already done so, complete the online [nomination form](#) before the application submission deadline listed on www.alabamamoty.org. It is important for you to complete so we can coordinate and staff our judges accordingly. Please complete all fields, including cell phone numbers and email addresses so that we can follow-up with you if needed.

Step 2: Complete the [application narrative criteria](#) based on the number of employees at your business. Your business is either Small or Medium/Large.

SMALL COMPANY CRITERIA TRACK (Less than 100 Employees)

Include each of the 6 broad category headings below in your 20 or fewer page, double-spaced, single-sided application. Include pictures and graphs next to text to visibly communicate your points when possible. (if you want examples of what type of information to include or how to present your financial data in percentages, please reference the Medium and Large Track Criteria for additional guidance):

- 1. Complete This Sentence:** I am applying as of Alabama's Manufacturers of the Year because...
- 2. Company Profile:** Give a brief overview of the facility and products produced, etc.
- 3. Financial Growth (20 points):** Discuss sales and profit growth, cost reduction efforts, capital investments, and return on investment, etc.
- 4. Manufacturing Leadership (32 points):** Discuss operational improvements, advances in product/process design, quality program initiatives, results and certifications, maintenance programs, manufacturing awards, supplier relations and use of information technology.
- 5. Market Leadership (24 points):** Discuss new products developed, significant customer/customer growth and focus, and how you how you understand and identify customer problems and needs.
- 6. Leadership and Workforce (24 points):** Discuss how you: develop your management and workforce, involve your employees, employee safety, environmental programs, and are involved in your community.

Once completed, refer to the "Submission Instructions" document for next steps

MEDIUM & LARGE COMPANY CRITERIA TRACK (100+ Employees)

Include each of the 6 broad categories and subheadings below in your 30 or fewer page, double-spaced, single-sided application. Include pictures and graphs next to text to visibly communicate your points when possible within your 30 or fewer page application narrative.

1. Complete This Sentence:

I am applying as one of Alabama's Manufacturers of the Year because . . .
List reasons why this location should be considered one of the best facilities in the state.

Briefly, in summary manner, tell your story.

2. Company Profile:

2a) brief overview of this facility (this Alabama location if more than one
2b) the products produced at this facility.

3. Evidence of Financial Growth or Consistency (20 points):

All financial information in section 3 can be presented in percentages. Use **3 years worth** of financial data to show your trend.

The following example shows how to calculate and express your data.

Say your sales are:

\$100,000 in 2013 (year 1) This is your first year for calculations
\$110,000 in 2014 (year 2)
\$125,000 in 2015 (year 3)
\$120,000 in 2016 (year 4)

Year 1, (2013 in this case), is your first year.

Take the YR2 increase over YR1 (\$10,000) and divide by the first year of \$100,000 for a 10% increase.

For YR3, take the increase or decrease (\$15,000) from year 2 (and divide by YR2 (\$110,000) for a 13.6% increase.

In your application, you only need to report the following information in **yellow** should you decide to use percentages instead of dollars.

Express as follows:

	YR1	YR2	YR3	YR4
Sales	\$100,000	\$110,000	\$125,000	\$120,000
Percentage	FIRST YR	+10%	+13.6%	-4%

3a. Sales Growth:

This location is has contributed to increased sales by increased production efficiency, new product development, etc. (complete with detailed description of contributions of what caused it).

Use actual numbers or percentages from the previous 3 to 5 years, not forecasts of projected sales growth. (Financial information will only be viewed only by judges and award administration)

3b. Increased Profits:

This location has contributed to increased profits by adding a new product line or by . . . (complete with detailed description of contributions)

Use actual numbers or percentages from the previous 3 to 5 years, not forecasts of projected profit growth.

3c. Cost Reduction:

This location has contributed to cost reduction by reducing cost X% or \$X,XXX and by . . . (complete with detailed description of contributions)

3d. Capital Investment:

This location has had \$X,XXX in capital investment during the past 3 to 5 years and/or has plans for \$X,XXX in capital investment in the next year. Also improvements are being made in . . . (complete with detailed description of investments)

Use actual numbers or percentages from the previous 3 to 5 years, not forecasts of projected capital investment.

3e. Improved Return on Investment:

This location has contributed to improved return on investment by improving the areas of . . . (complete with detailed description of contributions)

Use actual numbers or percentages from the previous 3 to 5 years, not forecasts of projected ROI.

4. Leadership in Manufacturing (32 points):

4a. Operational Excellence/Continuous Improvement:

Ex: This location has regular Kaizen events. We also have continuous improvement workshops and . . . (complete with detailed description of Kaizen, etc.)

4b. Advances in Product or Process Design:

The company uses this facility to test production of new products or develop new processes for better production efficiency by . . . This location also . . . (complete with detailed description of contributions)

If none is done at this location, explain why and where it is done.

4c. Quality Certifications:

This location has received certifications from (international, industry, state, supplier, customer, etc.) bodies for . . . (complete with detailed description of certifications, etc.)

4d. Maintenance Programs:

This location participates in corporate maintenance programs by . . . We also have a regular schedule maintenance programs consisting of . . . (complete with detailed description of maintenance programs)

4e. Manufacturing Awards Received:

This location has been honored by (company, industry, state, supplier, customer, etc.) bodies for . . . (complete with detailed description of awards and honors)

4f. Supplier Relations/Programs/Partnerships:

This location is part of the corporate supplier program/partnership detailed as follows . . . We also improve our logistics and supply by . . . (complete with detailed description of programs, etc.)

4g. Specific Quality Programs and Results:

This location is proud to take part in the following program(s) both here and with corporate detailed by the following . . . (complete with detailed description of programs)

Results realized from these programs are as follows:

- 1) Savings
- 2) Efficiency
- 3) Investment

4h. Use of Advanced Technology/Information Technology:

This location and the corporation uses the following advanced technology in manufacturing to accomplish . . . This location is also using information technology with corporate, our customers and suppliers to . . . (complete with detailed description of technology uses)

5. Market Leadership (24 points):

5a. Customer Focus:

This location satisfies customer needs by on time delivery, quality products, and . . . (complete with detailed description of contributions)

5b. New Product Development innovation:

This location and the corporate team work to develop new products and test the manufacturing here as well as other locations. . . (complete with detailed description of locations contributions)

How do you go about it, processes, etc.

5c. Niche Market Development:

This location supplies the following niche markets based on corporate market development and . . . (complete with detailed description of niche markets)

5d. Significant Customer:

This location supplies the following significant customers and . . . (complete with detailed description of contributions)

5e. Growth in Market Share:

This location's production performance has contributed to the corporation's growth in market share by . . . (complete with detailed description of contributions)

5f. Use of Technology to Understand, Serve, and Improve Marketing Performance to Customers:

This location uses technology to better understand, improve service, and marketing to customers. (complete with a detailed description of the technology and how it meets these objectives. Could include customer relation management systems, sales automation, research, social media, third-party databases, etc. involving Technology)

6. Leadership and Workforce (24 points):

6a. Management Development Programs:

The management team at this location participates in development programs from corporate, the industry, consultants . . . (complete with detailed description of programs)

6b. Workforce Training and Retraining Programs:

The workforce at this location participates in training and retraining programs from corporate, industry, vendors, consultants . . . (complete with detailed description of programs)

6c. Employment Involvement Programs/Employee-Directed Work Teams:

This location involves employees in teams for kaizens, work teams, etc. to improve production, reduce costs, . . . (complete with detailed description of programs)

6d. Safety Programs:

The following safety programs are an integral part of this location's efforts to provide the best atmosphere for producing the most competitive products in our industry. (complete with detailed description of programs and results)

6e. Environmental Programs/Efforts:

This location, in conjunction with corporate, has instituted the following programs involving environmental issues. (complete with detailed description of programs addressing environmental issues)

6f. Community Involvement:

This location's management and workforce support the following community programs in the following ways. (complete with detailed description of programs and ways they are supported by this location)

[Once completed, see the separate "Submission Instructions" document for the next steps to submit your Application](#)

If you have questions, please contact LaVada Varner at 205.616.9766