

elitebusiness
100
TOP SME **2023**
BUSINESSES

*Celebrating
Britain's Top
Performing SME
Businesses*

**MEDIA
DECK
2023**



About EB100

Over the years, we've had the great privilege of covering some of Britain's best SME businesses, and they continue to exhilarate us with their ingenuity. We believe it is important to highlight these businesses and to this end, we're publishing the **Elite Business 100**, the annual definitive league table, that celebrates business excellence in the UK. In conjunction with the guide we'll also be hosting a celebratory awards evening to further congratulate all our winners.

Allowing SME businesses to duke it out on everything from growth to the support they offer their team, the **Elite Business 100** recognises Britain's brightest businesses and honour them in a league table and digital guide sent out to our combined audience and digital network of over 500,000. Whether you're a flourishing business at the top of your game or a budding business making its first inroads into the SME world, the **Elite Business 100** provides the perfect opportunity to show the world what your business is made of.



Important Entrant Criteria

Employee size: 2 - 250

Company Turnover: 100k - 50M

UK based businesses, privately owned trading for the last 2 years.

We're unable to accept applications from investment or property development companies, financial trading or money management companies.

The winners selected for EB100 will be those who put themselves forward to enter.

Entries must be live to market at some point between 2020-21.



Criteria

Using Elite Business's experiences of Britain's SME community, the **Elite Business 100** is judged on eight core criteria that helps us gauge entrants on their growth, ambitions, innovation and contributions to their team and community based on information supplied by entrants.



From left to right: Andrew Brattesani, UK head of franchising, HSBC; Fiona Boswell QFP partner and head of business and commercial services, Knights PLC; Alana Spencer, 2016 Winner of BBC's The Apprentice; Scott English, brand director, Elite Business; Paul Clegg, managing director, Coconut Creatives; Clive Sawyer, founder, EWIF Encouraging Women Into Franchising

[Click here to view a full overview of criteria](#)

Longevity: this will take into account the age of the business and its longevity in the marketplace.

Team size: looking at the number of individuals the business has and will take into account the accelerated growth of the company. Recognising businesses who have created a significant presence in their market.

Financial performance: looking at your business's turnover and profit as a whole, this will gauge how financially successful your business has been.

Growth: comparing year-on-year growth acceleration in both revenue and team size, this will recognise the recent growth within the business.

Contribution: this will recognise those businesses that have made the most significant contributions to the community as a whole, whether that's how they are championing the profile of the sector and giving back to society through charity and outreach.

Support/People: taking a look at how businesses train and support their teams, this criteria will recognise the businesses that provide the most comprehensive and ongoing support for those in their business, demonstrating innovation through the company culture.

Innovation: what is your business doing that sets it apart from other brands on the market? How is it making the most of new technologies, developing new products or services and helping to push the envelope of what SMEs can achieve? How is the company encouraging CSR/ESG into the business model pushing purpose as a brand. And having exemplary customer service.

Future: looking at your plans for the future, this will recognise those SMEs with the most ambitious plans for the future, whether that's further UK or international expansion, new products or services, the creation of new brands or a major marketing drive?

A selection of this year judges*

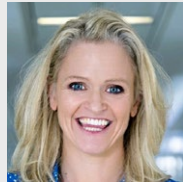


Charlie Mullins OBE

Founder & former CEO, Pimlico Plumbers

Erstwhile plumbing apprentice and now regular media commentator/ motivational speaker, Charlie Mullins OBE, is the archetypal

entrepreneur. Launching his business from scratch in 1979, Charlie subsequently built Pimlico Plumbers into a multi-million-pound enterprise, which he then sold to the world's largest home services franchisor, US-based Neighbourly, in 2021. He was awarded an OBE for services to plumbing in the 2014 Queen's New Year's Honours and his autobiography, Bog Standard Business was published in 2015.

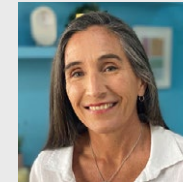


Emma Sayle

Founder, CEO, Speaker

Emma is one of the UK's leading female entrepreneurs'. She made her name launching the global female empowerment brand Killing Kittens in 2005, now incorporated

into the KK Group with over 150,000 members having launched events across the US, Australia and Europe and has grown online into an online community network with empowering women at its core. The press have pronounced her a leader at the cutting edge of the new dawn of female liberation.



Lara Morgan

Founder, investor & entrepreneur

Lara Morgan is a British entrepreneur with a track record of delivering exceptional accelerated growth. Her investment strategy in

wellbeing products primarily is pinned to improving life's journey. Investing as a family office she has a portfolio of seven consumer services businesses which she works to drive sales, leadership and innovation. She is an inspirational leader with a legacy of building world-class teams and aligning organisations behind a clear strategy.



Michael Hayman MBE DL

Entrepreneur, author & broadcaster; Chair & Co-Founder, Seven Hills

Michael is an entrepreneur and author. He co-founded the campaigns firm Seven Hills &

co-authored Mission (Penguin). He is Chair of the Small Business Charter, the mark of excellence for small business leadership education in UK business schools. He is also Chair of Entrepreneurs at the private bank and wealth manager Coutts.

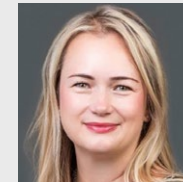


Scott English

Brand Director, CEMG

Scott is an entrepreneur, investor and speaker in the entrepreneur media industry and has been for the last 20 years. Currently Director at CEMG the combined publishing and

events brand behind Elite Business, Elite Business Live and Elite Franchise, expanding it's purview to include a range of content for supporting SME fast-track growth companies and digital marketing solutions. He is an experienced host and speaker and known face in entrepreneurial circles. A regular judge for National Business Awards, Growing Business Awards and most recently Great British Entrepreneur Awards.



Sophie Milliken

CEO, Moja Group

Sophie Milliken is a multi-award-winning entrepreneur, Director, NED, chartered FCIPD HR professional, author, speaker and investor. In January 2022, Sophie

founded her current business Moja Group Limited, dedicated to boosting business owners' profiles, helping them become more visible and heard within their industry. A multi-award winner and TEDx speaker, Sophie is an active supporter of women in business and is passionate about helping individuals develop.

*Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.

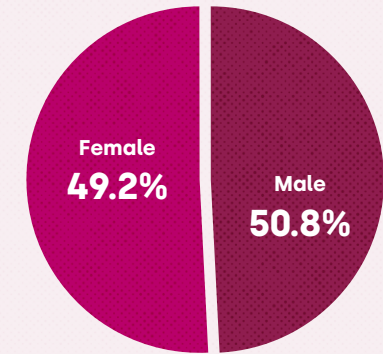
Our audience

*Figures may vary due to ongoing marketing activities

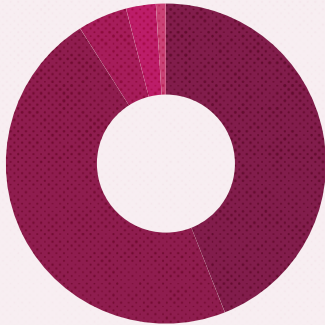


51,000

SUBSCRIBERS



Breakdown by role



CEO, Managing Director, Proprietor, Owner	44%
C-Suite (Other)	47%
Director (Other)	5%
Manager (Other)	3%
Other	1%



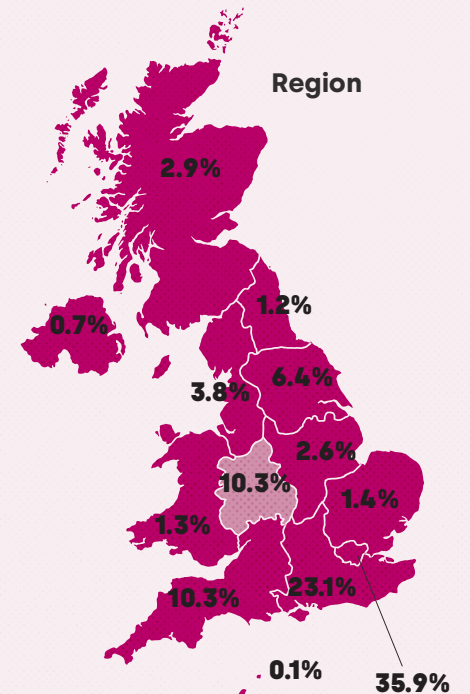
Turnover

Up to 500k	19%
500k to £1m	39%
£1m - £2.5m	25%
£2.5m - £5m	9%
£5m - £10m	4%
£10m - £50m	2%
£50m+	2%

Area of interest

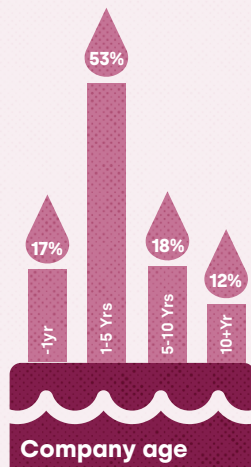
Banking	75.6%
Company Cars / Fleet	
Management	53.7%
Computer Hardware	88.5%
Computer Services	86.8%
Computer Software	91.7%
Conferences / Exhibitions	76.7%
Corporate Finance	50.5%
Corporate Hospitality	54.3%
Credit Management	41.3%
E-Commerce	90.4%
Employee Benefits	55.5%
Energy / Power	42.4%
Expenses Management	56.6%
Financial Services	55.5%
Insurance	64.2%
Leasing	47.9%
Legal Services	22.3%
Network / Internet Security	59.8%
Office Services & Equipment	83.1%
Personnel	62.2%
Sponsorship	51.6%
Telecommunications	68.5%
Transport, Distribution & Logistics	45.4%
Treasury Services	24.7%
Venture Capital	47.3%

Region



Breakdown by sector

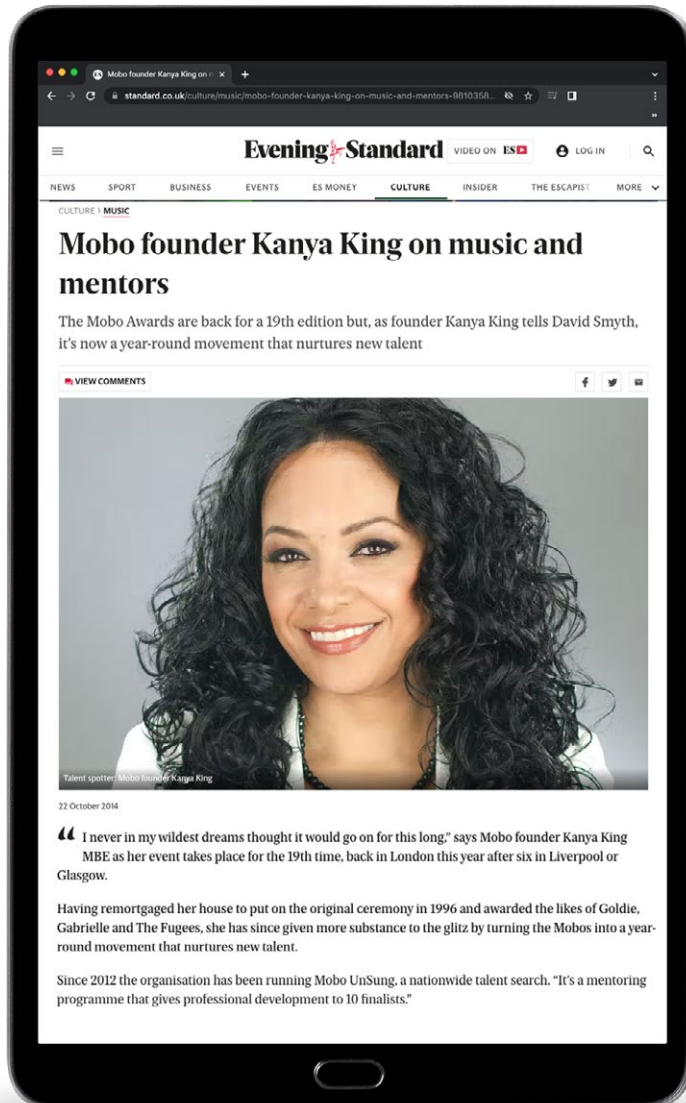
Business Manufacturing	3.9%
Business Services / Activities	12.7%
Communications	19.4%
Construction	3.1%
Consumer Services	10.7%
Financial Services	9.9%
Other	19.8%
Public Sector	3.4%
Retail / Wholesale	17.1%



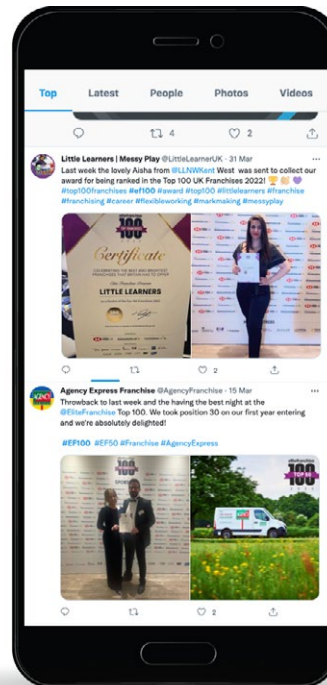
Employees

Micro (1-10)	19%
Small (11-49)	60%
Medium (50-249)	14%
Large (250-999)	4%
Enterprise (1,000-4,999)	2%
Other	1%

Marketing & PR Campaign



☆ **Utilise our national press coverage and social media reach** Our contacts in the national media support and provide coverage for the initiatives we're proactively introducing to the industry. This will be aided by social media marketing allowing you to reach our extensive network.



- ☆ **Educate 50,000+ opted-in digital subscribers**
The Elite Business 100 is circulated in January for the year ahead. Investors actively looking for business opportunities subscribe to receive content to aid their decisions.
- ☆ **Partnership at 20+ industry leading events**
Access tens of thousands potential businesses and business owners.
- ☆ **Reach over 500,000+ qualified potential businesses**
Our media partners actively push the Elite Business 100 to their audiences.
- ☆ **PR template** - We supply all winners with a PR template and guidance sheet once your EB100 position has been confirmed. Whilst we'll be sharing the EB100 league table with national media partners, you may wish to use this template as the basis for your local or trade PR activity.

STRATEGIC MEDIA PARTNERS

BusinessesForSale.com

BusinessesForSale.com is the largest database of business buyers, businesses and business intermediaries in the world. It currently has 60,000 businesses for sale on the site. The company will ensure your business achieves the highest level of prioritisation across all major search engines such as Google, MSN and Yahoo.

Centre for entrepreneurs

The Centre for Entrepreneurs (CFE) is the UK's leading entrepreneurship think tank. It researches the economic and social value created by entrepreneurs. The Centre has advocated in-prison entrepreneurship programmes, uncovered how entrepreneurs are reviving seaside towns, championed angel investors and shattered negative stereotypes affecting women entrepreneurs.

Daltonsbusiness

Dalton's Business is the UK's largest franchise and business for sale marketplace and has been connecting buyers and sellers since 1867. The site has over 26,000 businesses and franchises for sale and receives over 500,000 unique visitors every month.



Department for International Trade

Department for International Trade offers free service on overseas sales leads. We publish 100s of opportunities every month in over 40 sectors worldwide. Our staff in London, in key UK regions, Embassies, Consulates and High Commissions work to make your export a success.



The Great British Entrepreneur Awards acknowledges the hard work and inspiring stories of entrepreneurs and businesses in the United Kingdom. It celebrates the incredible stories that have taken entrepreneurs to where they are today, regardless of size or turnover.



Like Minds is a global thought leadership platform delivering world-class events on business development, knowledge and insight aimed at entrepreneurs and business leaders to engage, stimulate and empower them to become global businesses of the future.

LONDONlovesBUSINESS

LondonlovesBusiness is the leading online newspaper for London's business community. Founded in 2011, we aim to bring you exciting and thought-provoking London business news, comment and culture. We talk to London's most exciting entrepreneurs, dig deep into the issues that really matter to London's business community.



LCCI is the voice of London business and the premier sounding-board for engagement with businesses in the capital. As the capital's largest independent business network, we enable businesses to work together in order to prosper individually and contribute to the collaborative economy of London.



Moblox is a platform for owner-led businesses that provide technology and tools that help them do business better. Moblox is a community of owner-led businesses, supported by experts to identify smart and simple solutions to improve productivity, save time and work more effectively.

sevenHILLS

CAMPAIGNING FOR CHANGE MAKERS

Named as the UK's fastest-growing PR consultancy by PR Week magazine and listed as one of the UK's 100 best new firms by Startups.co.uk, we are redefining UK enterprise through initiatives such as MADE: The Entrepreneur Festival and the StartUp Britain campaign.

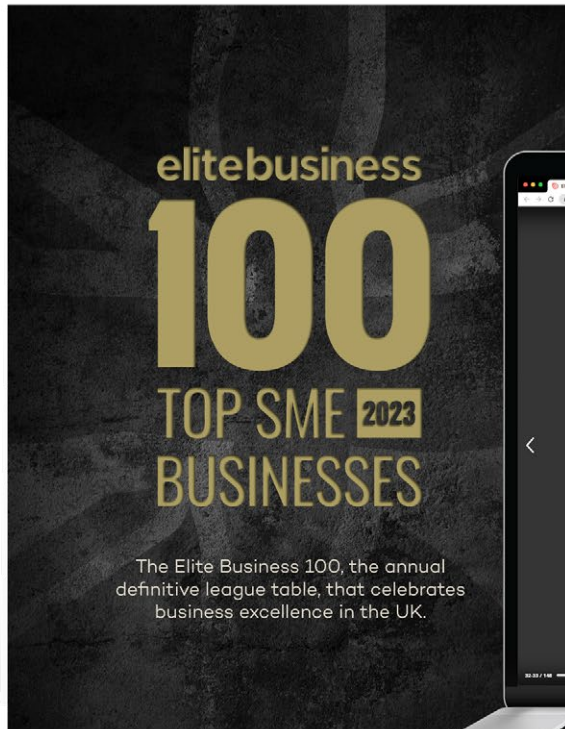


Finally you can empower your businesses to create their own videos while keeping control of your branding and core messaging. Create your branding templates, send to businesses to log on and create fully branded video campaigns automatically using a smartphone. All for a fraction of the cost of traditional video production.

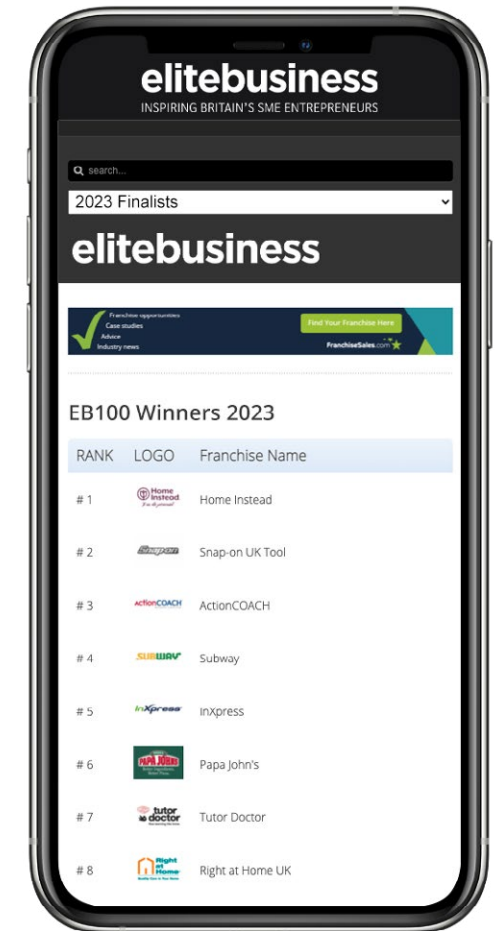
The Entries

All finalists of the Elite Business 100 are entitled to a free directory in the guide and on the Elite Business website. The list is released in January each year and is highlighted through these platforms:

Digital guide - we share the EB100 guide through our network of partners. It's also available to download from the Elite Business website and on issuu.



The Top 100 list - is published on the Elite Business website. Your logo here links through to your business opportunity listing.



The EB100 2023 Celebratory & Awards Evening

Some of the highlights from our official annual celebratory evening of the Elite Business TOP 100 (UK) which takes place in London. Guests join us for a drinks reception, followed by a gala dinner, a selection of speakers, networking and evening entertainment.



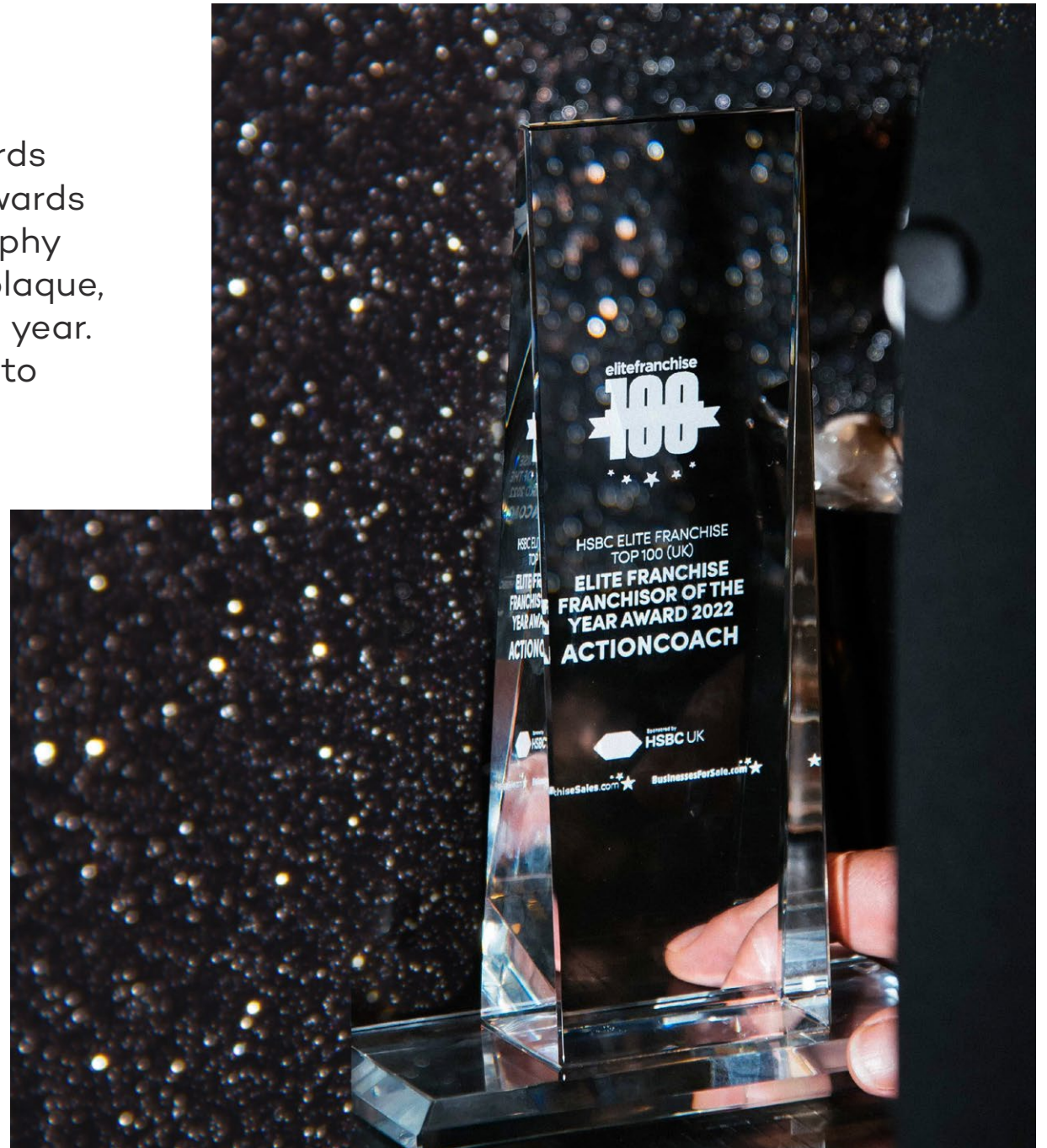
Award Trophies

Additional recognition and special awards are handed out at the Celebratory & Awards Evening including the EB100 winner trophy with the new winners engraved on the plaque, they get to look after the trophy for the year. Each winner will be welcomed on stage to receive their awards.

EB100 Winner Trophy 2023

Exceptional Performance Award 2023

Elite Business SME of the year Award 2023



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Swoop VISTAGE 

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