* **The total word count of your entry should be no more than 2000 words. If your entry form exceeds this limit your entry will not be accepted and you will not be notified.**
* **Section 1 does not count towards the 2000 word count. Section 2 MUST NOT exceed 2000 words. Each question in section 2 carries its own individual word limit.**
* **A maximum of 5 attachments (e.g. tables, graphs or photos) may be included with the entry form. These attachments must be image files (jpg, gif, png or tif) and must not exceed 5MB in total.**
* **Any attachments that exceed the permitted allowance or exceed the permitted file size will be deleted.**
* **Please enter the contact name and company name as you would like to see it appear on a certificate should you become a winner.**
* **Please email your completed entry form to** [**awards@hwchamber.co.uk**](mailto:awards@hwchamber.co.uk)
* **Please save your entry form electronically as YOURCOMPANY\_CATEGORY.doc**
* **This form contains 7 questions. Please ensure that you answer all questions. Any entries not adhering to the rules at the end of the entry form will be eliminated at the next round.**
* **Please note the rules at the end of this entry form.**
* **Please attach a high resolution copy of your company logo which, if needed will be used for promotional purposes.**

|  |  |  |
| --- | --- | --- |
| TOTAL WORD COUNT |  |  |

**SECTION 1**

**Please type your answers after each question**

|  |  |
| --- | --- |
| Contact name |  |
| Company name |  |
| Company address |  |
| Email address |  |
| Website address |  |
| Telephone number |  |
| Twitter account |  |
| Business sector |  |
| Nature of business |  |
| Main product/service |  |
| Number of employees |  |
| Legal Status of company |  |
| Year that the business started trading |  |
| Are you a member of an accredited Chamber of Commerce? If yes, which one? |  |

For a list of Accredited Chambers please visit <http://www.britishchambers.org.uk>

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| --- | --- | --- | --- |
| **\*These must be completed** | **FY 2017** | **FY 2018** | **Projection 2019** or the last public statement of your future outlook\* |
| **Turnover\*** |  |  |  |
| **Net Profit\*** |  |  |  |
| **Reserves\*** |  |  |  |

**SECTION 2**

1. **Please provide a brief description of your business, the products or services it supplies, its customers and the markets that it operates in.** (Maximum 200 words)

You should cover:

* The nature of your business
* Your products and services
* Your customers
* Markets that you operate in

**This question has a maximum of 3 marks**

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1. **Please outline the overall trend in your sales turnover and profit development together with a brief description of any key events that have led to any changes where appropriate.** (Maximum 200 words)  
     
   You should cover:

* How your sales turnover has developed
* How your profit has developed
* Any events that have led to any changes. Please provide an explanation

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**This question has a maximum of 5 marks**

1. **What are the objectives for your business over the next three years and how will these be achieved?** (Maximum 200 words)

You should cover:

* Main objectives for the next three years
* How will these be achieved
* Effects that these will have on the overall business

**This question has a maximum of 5 marks**

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1. **Please provide a breakdown of your total sales in the last three years by geographical market, including details of any changes and trends. Highlight any new markets and provide an overview of your company staffing structure in relation to international trade**. (Maximum 350 words)

You should cover:

* Details of your international sales by market.
* Information about notable changes and trends and how they came about.
* Details of any new export markets, and how and why they have developed for your organisation.
* The percentage of your business that is represented by international sales.
* How the company is structured to deal with international sales, e.g. a dedicated international department.

**This question has a maximum of 5 marks**

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1. **What planning and preparation was undertaken prior to entering new geographical markets. Include specific information on challenges identified, such as communication, language and culture. Please summarise any relevant research findings.** (Maximum 350 words)

You should cover:

* Methods of research conducted prior to launching within certain markets, e.g. how markets were identified and what was investigated, and how the research was conducted.
* Results of the research, including any challenges that would need to be addressed in order to secure a successful international business within these markets.

**This question has a maximum of 5 marks**

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1. What adaptations have you made to your products/services to meet the needs of specific markets? **(Maximum 350 words)**

You should cover:

* How the issues identified in question 5 were addressed
* Details of how changes have been made to products and services.
* The impact of these changes on the organisation, customers, staff etc.

**This question has a maximum of 5 marks**

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1. **What is your growth strategy through International Trade? Please highlight strategies for both existing market expansion and penetration into new markets.** (Maximum 350 words)

You should cover:

* Objectives and strategies for growth through existing international markets.

Objectives and strategies for growth and penetration in new markets, and what impact these new markets will have on your business.

**This question has a maximum of 5 marks**

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**Judging**

Should your application for this award category be successful, a judging date will be allocated between Monday 29th April – Friday 10th May 2019.

You will be notified no later than Tuesday 9th April 2019 if you have been successful in becoming a finalist.

**What encouraged you to enter?**

* Chamber Staff, please specify..................................
* Twitter/ Linkedin
* Herefordshire & Worcestershire Chamber of Commerce website
* Email signature
* Networking newsletter
* 3rd party
* Local newspapers
* Other (please specify)

**The Rules**

1. The Herefordshire & Worcestershire Chamber Awards are free to enter for members and non-members of Accredited Chambers of Commerce only.
2. Entries are treated in confidence but will be shared with a select group of individuals for judging purposes.
3. All entries must be electronic.
4. A maximum of 5 attachments (e.g. tables, graphs or photos) may be included with the entry form. These attachments must be image files (jpg, gif, png or tif) and must not exceed 5MB in total. Any attachments that exceed the permitted allowance or exceed the permitted file size will be deleted.
5. Any website links used within your entry will not be activated by the judges. Supplementary information may be requested at a national judging level.
6. Please note the maximum word count for any entry is 2000 words. This word count limit does NOT include the question. If your entry exceeds this word count or file size it will not be accepted and you will not be notified.
7. Entrants may be asked for staff or customer testimonials.
8. Entries will be judged at two stages by an independent and impartial panel of judges. After the local Awards in July 2019, the next stage will be a regional judging panel from which the winners will be put forward to national judging with the British Chambers of Commerce.
9. Award winners will be announced at the Annual Awards Ceremony on Thursday 4 July 2019.
10. Entry to more than one category is permitted.
11. Applicants must be authorised to enter their organisation into the awards programme.
12. Entries should be in English and should be produced using a word processor. All entries are entered into the BCC Awards process. All entries must be checked for spelling and grammar.
13. Incomplete entries will not be judged.
14. All entries that meet all of the rules will be acknowledged on receipt. Entry forms will become the property of the British Chambers of Commerce and entries will not be returned.
15. Proof of sending entry (by email) is not proof of receipt by BCC or its agents.
16. Herefordshire and Worcestershire Chamber of Commerce reserve the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied.
17. The closing date for entries is Friday 29 March 2019.
18. The judges’ decision is final and no further correspondence will be entered into.
19. No employee of The British Chambers of Commerce or an Accredited Chamber of Commerce shall be entitled to enter.
20. By registering and completing an entry for the Awards you agree to these terms and conditions.