

**Most Promising New Business**

**Award**

Sponsored by



This award is for businesses less than three years old that demonstrate a high degree of entrepreneurship and vision for the future, with the potential for further growth and expansion in turnover, profit and employment levels.

Successful businesses will clearly articulate the business idea and start up process, giving evidence of a well-researched business plan and forecasts for business performance.

If possible, the business should be offering something new to the marketplace and the management style should be entrepreneurial and ambitious. Applicants should present a well-defined vision for the future showing how the business is building towards an enterprise of considerable potential, ideally through evidence of sales, profits and employment achieved to date.

**Section 1: Company Details**

|  |  |
| --- | --- |
| **Full trading name of company** |  |

|  |  |
| --- | --- |
| **Registered name**  **(if different from above)** |  |

|  |  |
| --- | --- |
| **Date company established** |  |

|  |  |
| --- | --- |
| **Address & Postcode** |  |

|  |  |
| --- | --- |
| **Telephone** |  |

|  |  |
| --- | --- |
| **Website** |  |

|  |  |
| --- | --- |
| **Name of most senior person in the organisation** |  |

|  |  |
| --- | --- |
| **Designation** |  |

|  |  |
| --- | --- |
| **Name of person submitted application** |  |

|  |  |
| --- | --- |
| **Designation** |  |

|  |  |
| --- | --- |
| **Email** |  |

|  |  |
| --- | --- |
| **Twitter** |  |

**Type of organisation (check all that apply)**

|  |  |
| --- | --- |
| Association  Education/Training  Limited Company  Manufacturing  Partnership  PLC | Registered Charity  Retail  Service  Sole Trader  Voluntary |
| Other (please state): | |

**Number of employees:**

|  |  |
| --- | --- |
| 1-10  11-25  26-50 | 51-100  101-250  over 250 |

**Please provide a brief description of the organisation, main products and/or services and principal markets supplied (maximum 250 words).**

|  |
| --- |
|  |

**Please complete the following table using key Performance Indicators from your business and add in any other indicators which reflect your business performance.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Financial Year**  **2017-2018** | **Financial Year**  **2018-2019** | **Financial Year**  **2019-2020** |
| **Turnover** | £ | £ | £ |
| **Net Profit** | £ | £ | £ |

**If appropriate, please comment on the above.**

|  |
| --- |
|  |

**Short company description – max 40 words (to be included in the event programme if shortlisted).**

|  |
| --- |
|  |

**Section 2: Category Questions**

**Please ensure that the TOTAL word count for the following questions does not exceed 1,500.**

**Question 1**

Describe the gap in the market which led to the formation of your business, how you identified the gap and researched how to get your product / service to that market.

|  |
| --- |
|  |

**Question 2**

Please outline the overall trend in your sales turnover and profit development together with a brief description of key events that have led to these changes where appropriate.

|  |
| --- |
|  |

**Question 3**

Describe your vision, business strategies and objectives for future growth, together with how these will be achieved.

|  |
| --- |
|  |

**Question 4**

What research was undertaken in developing the plans for the business? Please explain the types of research undertaken, the sources and the impact that these had on your decision process. Please give details of your future marketing strategy to attract and retain customers.

|  |
| --- |
|  |

**Question 5**

Please provide a short summary of why you think your business deserves to win the Most Promising New Business Award 2020?

|  |
| --- |
|  |

**Authorisation**

I have read and accept the rules and guidelines associated with these awards, and hereby enter this submission on my organisation’s behalf.

|  |  |
| --- | --- |
| **Name** |  |
| **Designation** |  |
| **Date** |  |

Please save your entry form electronically as YOURCOMPANY\_CATEGORY.doc, e.g.

JoeBloggs\_MostPromisingNewBusiness.doc

Please submit your completed entry form to [**info@working4business.com**](mailto:info@working4business.com)

Closing date for submitting application forms is **5pm Friday 28th February 2020**

If you have any questions regarding the completion of or any aspect of the application form please contact the Working4Business Awards information helpline on 01389737777

The Working 4 Business Awards 2020 Dinner and Awards ceremony takes place on Friday 22nd May 2020 at the Clydebank Town Hall. Tickets will be available to purchase from [TownHallEnquiries@west-dunbarton.gov.uk](mailto:TownHallEnquiries@west-dunbarton.gov.uk)

***Thank you for submitting your application form.***

***Good Luck!***

**The Rules**

* Entry is open to all businesses operating in the West Dunbartonshire area.
* Entries are treated in confidence.
* Companies can submit a maximum of 3 applications for the awards.
* All entries must be electronic and completed on the Working 4 Business Awards 2020 entry forms only. No other format will be accepted.
* Supporting information is not permitted unless it forms part of the entry document, e.g. testimonials.
* A maximum of 5 tables, graphs or photos may be included within the entry form and the completed application form should be no more than 1MB in size.
* Please be aware that any website links used within your entry will not be activated by the judges.
* In the event of any additional information being required by the judging panel this will be requested.
* Please note the maximum word count for any entry is 1500 words. This word count limit does NOT include the questions.
* All applications are judged by a panel of experts and a representative from the awards sponsoring company.
* Judging is done in 2 parts. All applications are independently scored by the judging panel and from these scores a short list is selected.
* The shortlisted companies will then be notified and be asked to make a short presentation to the panel of judges where a winner will be chosen.
* Awards winners will be announced at the awards dinner which will take place on **Friday 22nd May 2020**.
* Shortlist Interviews will take place week commencing **20th April 2020.**
* If your company is shortlisted you will be asked to provide your company logo and an image in high resolution format for additional promotional purposes.
* A brief description of your company may also be included in the programme with text for this being uplifted from your application form and any sensitive information will be removed.
* Entry to more than one category is allowed.
* Award category sponsors are not permitted to enter the category that they are sponsoring; however they may enter other categories.
* Sponsors may not apply on behalf of any subsidiary or organisation linked by director or shareholder.
* Applicants must be authorised to enter their organisation into the awards programme.
* Entries should be in English and produced using a word processor.
* All entries must be checked for spelling and grammar.
* Incomplete entries will not be judged.
* All entries will be acknowledged on receipt.
* Entry forms will become the property of West Dunbartonshire Council and entries will not be returned.
* Proof of sending entry (by email) is not proof of receipt – all applications will be acknowledged by email on receipt.
* Winning entries will be publicised.
* Applicants are responsible for making appropriate arrangements to protect any intellectual property associated with their application.
* Winners may be requested to participate in post event publicity.
* The organisers 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.
* The closing date for entries is **Friday 28th February 2020.**
* The judges’ decision is final and while feedback may be provided, no correspondence will be entered into.
* By registering and completing an entry for the awards you agree to these terms and conditions.

Working4Business is fully GDPR compliant and your application form will be handled in accordance with the privacy policy that can be viewed on their website.