

**Northwest Automotive Alliance Business Awards**

**APPLICATION FORM FOR THE 2014 TRADE AWARD**

This Award is for companies who have been involved in exporting their products during 2014. You will need to demonstrate your marketing strategy and delivery status of the strategy. You will also need to share details of the actions that you have completed (such as show attendance, market research etc) and also the overall results in terms of leads and orders. It is important to include quantified evidence within your submission.

Prior winners (2012 & 2013) are ineligible.

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| **COMPANY NAME**  ***(This is the name that will appear on the certificate)*** |  |
| **COMPANY ADDRESS** |  |
| **CONTACT NAME** |  |
| **CONTACT POSITION** |  |
| **CONTACT PHONE NUMBER** |  |
| **CONTACT EMAIL** |  |
| **NUMBER OF EMPLOYEES** |  |
| **SECTION 1: COMPANY*.*** *Please provide a brief overview of your company; this should include the nature of your business, the business customers and the markets in which you operate.*  *Word limit:**100 words* | |
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| **SECTION 2: STRATEGIC CONSIDERATIONS.**  *What are your objectives and strategies for growth through existing international markets?*  *What are your objectives and strategies for growth and penetration into new markets?*  *What impact will these new markets have on your business?*  *Word limit: 300 words* | |
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| **SECTION 3: PLANNING & RESEARCH**  *What research methods have been 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 research, including any challenges that would need to be addressed in order to secure a successful international business within these markets?*  *Word limit: 300 words* | |
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| **SECTION 4: ACHIEVEMENTS –BUSINESS IMPACT**  *How has sales turnover developed?*  *How has profit developed?*  *What are the key events that led to any changes?*  *Word limit: 500 words* | |
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| **SECTION 5: ACHIEVEMENTS – ANALYSIS**  *Details of international sales by market?*  *Information about notable changes and trends over the last 3 years and how they came about?*  *Details of any new export markets, how and why have they developed?*  *% of business represented by export sales*  *How is the company structured to manage international sales?*  *Word limit: 500 words* | |
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| **SECTION 6: ACHIEVEMENTS – STRATEGIC IMPACT**  *How have the strategies had an impact on the growth of the business?*  *Do the strategies demonstrate an innovative approach?*  *Is there evidence of a series of strategies being used?*  *Do the strategies encompass more than one aspect of the business and demonstrate a rounded approach to business growth?*  *Word limit: 500 words* | |
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| **SECTION 7: FUTURE PLANS**  *What are the main objectives for the next 3 years?*  *How will these be achieved?*  *What will the impact be on the overall business?*  *Are the objectives stated for the business in-line with precious performance?*  *Word limit: 300 words* | |
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**CLOSING DATE:**

The closing date for all entries is 31st July 2014. Completed forms should be submitted to Amanda Holmes via email [a.holmes@nwautoalliance.com](mailto:a.holmes@nwautoalliance.com)

**CONDITIONS OF ENTRY:**

* All entries must be submitted on the application form in electronic format
* All entries must represent activities within the last 12 months
* The closing date for receipt of completed applications is 31st July 2014.
* Applicants must address the criteria established for each category, against which the judges will make their decisions
* Award is open to both paid NAA members and Business Excellence Members
* The judge’s decision is final
* You are prepared to provide pictures of your company or project to support the application, which will be used at the Awards Ceremony and in future publicity linked to the Awards.
* A summary of your application will be prepared for use in the Dinner Brochure, this will be developed in conjunction with you and you will have final approval on the content. Photography & logos are also required at this stage. The completion date for this is 30th September 2014.

**JUDGING:**

* NAA will appoint a panel of judges from sponsors and experts in the individual categories
* The judges will shortlist a minimum of 3 finalists in each category and the winners will be announced at the Awards ceremony on 6th November 2014.
* Applicants may be contacted for further information or matters of clarification

If you have any queries relating to any aspects of the competition, please contact Amanda Holmes on 07815 284 360.