

**Doncaster
Business
Awards
2022**



Entry Form

**Success Through Innovation
and Diversification**



**Doncaster
College**

**University
Centre**

Success Through Innovation and Diversification

This award will go to the company that has been most innovative in its approach to business and that has achieved success through innovation and diversification into new products or markets.

Criteria

1. The entrant should describe their business in 400 words or less enabling judges to gain an understanding of their company, its history, customers, competitors, challenges, opportunities and anything else that the entrant feels is relevant **(unscored)**.
2. The entrant should demonstrate clear objectives for their innovation and/or diversification strategy together with a mechanism for measuring the success of that strategy.
3. The entrant should demonstrate how and why they have diversified into new markets, service or products and/or how they have introduced innovative new products, services or processes.
4. The entrant should demonstrate how the leadership and management team have led the innovation and/or diversification of the business in order to stay ahead of the competition.
5. The entrant should demonstrate how they have embedded innovation and/or diversification across the whole organisation placing particular emphasis on processes, human resources, customer feedback and entrepreneurialism.
6. The entrant should demonstrate how innovation and diversification has contributed to their business success and growth, including the business's financial performance.

Please note:

- All questions are given equal weighting.
- All completed entry forms and evidence must be returned to events@doncaster-chamber.co.uk.
- Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures. Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).

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Entrant Details

Entries Close: Sunday 24th July 2022

1. Company name

2. Contact name

3. Address

4. Work phone number

5. Mobile number

6. Email address

7. How many employees does your company employ? (Full-time equivalent)

8. What is your annual turnover?

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**Thank you for entering the
Doncaster Business Awards.
Good luck!**



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