



## **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).





### **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?





Question 1  Please describe your business: its history, customers, competeel is relevant. (Max. 400 words, unscored)	etitors, challenges, opportunities and anything else you	
		Business Awards

Question 2 Please demonstrate clear objectives for your innovation and/or diversit for measuring the success of that strategy. (Max. 400 words)	fication strategy together with a mech	nanism	
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Question 3			
Please demonstrate how and why you diversified into new markets, introduced innovative new products, services or processes. (Max. 400 words)	, service or products and/or how you hav	ve	
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Question 4		
Please demonstrate how your leadership and management tea of the business in order to stay ahead of the competition. (Max. 400 words)	am have led the innovation and/or diversification	
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Question 5	
Please demonstrate how your business has embedded innovatio organisation placing particular emphasis on processes, human re (Max. 400 words)	rialism.
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Question 6			
Please demonstrate how innovation and diversification has contribution including your financial performance.  (Max. 400 words)	buted to your business success and grow	vth,	
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# Thank you for entering the Doncaster Business Awards. Good luck!

