

How to complete your nomination - general tips

1. How does your product, service or solution benefit your customers, community or your industry? What unique features or benefits does your product, service or solution offer compared to your competitors?

Tips: Describe how what you offer helps your customers, the local community or the broader industry landscape (or a mix of all 3 if you think this applies). How does your mission or company ethos tie in with this? What sets your business apart from others in your industry. What do you do differently or what value do you offer?

2. Why did you establish your company and what opportunities or gaps did you identify locally or within your industry?

Tips: Share the origins of your business journey – where it all started and the motivation for its launch.

3. Specific question related to award – see supplementary questions

4. Do you collaborate (or have you collaborated) with any external individuals, companies or organisations to help expand your reach or enhance your business growth, for mutual benefit or to serve the wider community?

Tips: Describe any additional efforts you have gone to (or continue to do) with external partners. This could be speaking opportunities, networking events and connecting people, or forming collaborative partnerships or agreements. What have these been and why are they of benefit to you?

5. How effective have you been in achieving your business goals?

Tips: Provide a brief overview of your success and performance. What goals and timescales did you put in place? Did you meet these and how? Showcase customer reviews, community feedback and industry recognition (eg Industry or business accreditations) if applicable. Remember – any evidence of this is great for the judges!

6. What are your business plans for future growth, development and expansion and why have you chosen this approach as a priority?

Tips: Do your goals aim to solve a problem or perhaps meet new demand from your customers or your industry? In what ways? Do you have a plan in place to achieve these goals and what does this look like?

7. Speaking specifically about customer service, how do you prioritise this within your team or business?

Tips: With customer service remaining an important part of the customer journey for your business, how do you interact with customers? Do you make it easy for them to get in touch? How quickly do you respond? Can you provide concrete examples (eg reviews, testimonials or social media comments) of how you went 'above and beyond' for a customer?

8. Excluding customer service, are there any other ways that you go 'above and beyond' for either your customers, your local community or from an industry perspective?

Tips: Again, the judges will be looking for evidence of this or you can provide examples of ways in which you have gone (or continue to go) the extra mile in immersing yourself in the community, getting involved in anything local or even providing your time or expertise to helping others in your industry.