

KENT INVICTA CHAMBER  
**BUSINESS AWARDS**  
2024

## Most Promising New Business 2024

Sponsored by:



**NFU Mutual**

ASHFORD, TENTERDEN & WHITFIELD

Before you begin, please read below:

<b>Total Word Count:</b>
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The total word count of your entry should be no more than 2400 words.

Entry forms exceeding this word limit will not be accepted by the judges.

A maximum of 5 supporting documents e.g. tables, graphs, photos or press cuttings may be uploaded at the end of this form as part of your entry; total file size for all documents is 5MB. Please note, we can only accept image files as part of your entry (jpg, pdf or png).

Please enter the entrant's name and company name as you would like to see it appear on a certificate/award, should you become a winner. This form contains 6 questions. Please ensure that you answer all questions. Any entries not adhering to the rules at the end of the entry form will be eliminated at the next round.

To qualify for consideration in the Chamber Awards, your business must have been trading for a minimum of 1 year and less than 3 years as of 31st March 2024.

Contact Name	Name of Entrant
Company Name	
Company Address	
Email Address	
Website Address	
Telephone Number	Twitter Account
Business Sector	Main Product/Service
Nature of Business	Number of full-time employees
Legal Status of Company	
Year that the business started trading	
Which Accredited Chamber are you a member of?	

Please tick the box if you are **not a member** of the Kent Invicta Chamber of Commerce



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Must be completed*	Financials 2022	Financials 2023	Projection 2024/25
Turnover*			
Profit*			
Reserves*			

## 1. What planning and preparation was undertaken in developing the business?

You should cover:

- Outline and plans, research and market testing that you did and how this impacted on the development of your business.
- Detail any prior business experience (your own or those who have supported your business that informed/aided this business.

Details (maximum 500 words)

## 2. When setting up your business independently what challenges did you face and how did you overcome them?

You should cover:

- Outline any issues or event that gave you challenges to overcome whilst you were setting up your business without access to resources associated with an existing business.
- Describe what you did to overcome the challenges

Details (maximum 300 words)



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**3. What makes your business stand out from its competitors? What is your competitive advantage?**

You should cover:

- Reason why you think your business stands out from the competition, e.g. products, services, customer care, price
- What you consider gives you the edge over your competition USP's

Details (maximum 300 words)

**4. Please outline the overall trend in your sales turnover and profit development together with a brief description of any key events that have contributed to these trends.**

You should cover:

- Trends that are apparent from financial results are more important than absolute numbers.
- Describe the major events or initiatives that have driven the trends and what you have learnt from these to inform future strategies

Details (maximum 500 words)

**5. Why did you decide to start your own business and what your vision and objectives for the next three years?**

You should cover:

- Outline the rationale for starting your business, e.g. demand for products, gap in the market
- Describe how you see the company developing in terms of products, services, turnover etc in the future

Details (maximum 500 words)



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**6. How do you monitor / measure your business performance against your vision and business objectives and how will they be achieved?**

You should cover:

- The methods of performance measurement that you use in your business, e.g. turnover growth, market share, number of clients.
- Outline what you are doing to ensure you reach the objective you have set for the business.

Details (maximum 300 words).



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# BUSINESS AWARDS

# 2024

## Entry Rules

1. Entries are treated in confidence.
2. All entries must be completed online via 'Judgify' ([judgify.me/chamberawards2024](https://judgify.me/chamberawards2024)).
3. Entries should be in English and must be checked for spelling and grammar.
4. You may upload up to 5 supporting documents at the end of your entry (eg: tables, graphs or photos). The maximum permitted file size is 5MB in total. Please note, we can only accept image files as part of your entry (jpg, pdf or png). Website links used within your entry will not be activated by the judges. Supplementary information may be requested at judging level.
5. Please note the maximum word count for questions relating to your category. This word count limit does NOT include the questions. If your entry exceeds the word count specified it will be disqualified by the judges.
6. Entrants may be asked for staff or customer testimonials.
7. Entries will be judged by an independent and impartial panel of judges.
8. Finalists will be notified on Tuesday 29<sup>th</sup> October 2024. Award winners will be announced at the Awards Gala Dinner being held at Westenhanger Castle, Stone St, Westenhanger, Hythe, CT21 4HX on Thursday 21<sup>st</sup> November 2024.
9. Entry to more than one category is allowed.
10. Applicants must be authorised to enter their organisation into the awards programme.
11. Incomplete entries will not be judged.
12. All entries will be acknowledged on receipt. Entry forms will become the property of Kent Invicta Chamber of Commerce and entries will not be returned.
13. The Chamber reserves the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied.
14. The closing date for entries is at **23:59pm (GMT) on 4<sup>th</sup> October 2024**.
15. These Awards are open to Members and Non-Members of the Chamber apart from Sponsors and those involved with judging.

***By registering and completing an entry for the Awards you agree to these terms and conditions***

***Please tick the box to confirm you have read and agreed to the above rules of entry***