



KENT INVICTA CHAMBER

# BUSINESS AWARDS 2024

## Success in International Trade 2024

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Before you begin, please read below:

Total Word Count:
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The total word count of your entry should be no more than 2800 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.

Entrants must have been trading for a minimum of 2 years.

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*			

- Please outline the trend in your business's overall sales turnover and profit levels year on year together with a brief description of key events that have contributed to these over the last 2 years.**

You should cover:

- How your sales turnover and profit has developed
- Trends that are apparent from financial results are more important than absolute numbers
- Describe major events or initiatives

Details (maximum 500 words)

- What key objectives have you set for your business over the next three years? How will these objectives be achieved (Note: your export growth strategy is covered in Q6)**

You should cover:

- As well as turnover and profit levels you have set for the next 3 years, you should express your vision for the company

Details (maximum 500 words)



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- 3. Please provide a breakdown of your total international sales in the last 3 years by geographical market. Identify any notable changes and trend, highlighting any new domestic or international markets. Include what percentage of your business is represented by international sales.**

You should cover:

- An overview of your company staffing structure in relation to international trade
- Details of your international sales by market
- Information about notable changes and trends and how they come about
- Details of any new international markets, and how and why they have developed for your organisation
- The percentage of your business that is represented by international sales
- How the company is structured to deal with international sales, eg dedicated international department

Details (maximum 500 words)

- 4. What planning and preparation was undertaken prior to entering new geographical markets? Include specific information on challenges identified, such as communication, language and culture. Provide any details of relevant market findings.**

You should cover:

- Provide information on why you chose to target certain markets, methods of research conducted prior to launching within certain markets and how products or services have been tailored for overseas and/or domestic markets.

Details (maximum 500 words)



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**5. How have you adapted your business's products/services to meet the requirements of domestic or international markets. E.g., product adaptation, marketing, business operations etc?**

You should cover:

- How the challenges identified in question 4 were addressed and give examples of changes that you have made to products/services
- The impact of these changes on the organisation, customers, staff etc
- Give details of any support services accessed

Details (maximum 500 words)

**6. What is your strategy for growth through international trade? Please highlight strategies for both existing market expansion and penetration into new markets.**

You should cover:

- Objectives and strategies for growth through existing international markets
- Objectives and strategies for growth and penetration in new markets
- Outline what impact these new markets will have on your business

Details (maximum 300 words).

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**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 2023.
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*