



Hartlepool Business Awards 2024

Award Category Application Questions

Before starting the application form:

- Please ensure you have read the Key Dates and Terms & Conditions of Entry.
- Please note you must complete the application in one go, you cannot save and return to it later.
- Please refer to the specific category criteria when applying for an award. If you are applying for two awards then you can complete a single application, however you must refer to each category criteria (see link here) in your response to Question 2.

Application Questions

For each category, tell us about your business to include as a minimum the following key areas:-

- 1. Please provide an overview of your business story; we want to know what makes your company unique including:-**
 - A brief description of your business: the products or services it supplies, its customers and the markets it operates in.
 - Describe your vision and strategy for the next 3 years, your key business objectives to be achieved in the next 12 months and how you plan to achieve them
 - An overview of your turnover, gross & net profit.(3 years for large business category)
 - An outline of your staffing structure (if applicable)
 - Your approach to developing your business, sales and marketing strategy.
 - Challenges your business has faced and how did you overcome them.
 - Your successes and achievements including any customer testimonials
 - Highlight any innovative or creative practice that has helped your business to prosper and grown?

(750 words maximum)
- 2. Why should your business win the Award you have applied for?**
 - Please outline the reasons of how you have demonstrated excellence in the category you have selected with the category name clearly stated.

(250 words maximum)
- 3. Has your business won any other awards in the past 5 years?**