**Entry Form – International Business of the Year**

International growth has enormous benefits for the Gatwick Diamond economy. This Award will go to the organisation that best demonstrates an international growth strategy that has achieved outstanding levels of sales, profit and market share improvement.

The judges will be looking particularly for effective and innovative individual international initiatives undertaken in the past two years. (This is not an award for overall international performance so small exporting companies stand an equal chance against large companies.)

**Contact Information**

|  |  |
| --- | --- |
| Full Name |  |
| Job Title |  |
| Company Name |  |
| Postal Address |  |
| Post code |  |
| Telephone |  |
| Email Address |  |
| Website |  |
| Social Media Profiles (Twitter, LinkedIn) |  |
| No. of employees |  |

**Your Organisation**

* Turnover / Profit / other KPIs you use to measure your business.
* Approx. year the company was established.
* What company sector do you operate in?
* Brief statement of company activity (you may like to include information on the nature of your business, your products and services, your customers, the markets that you operate in and your relationship to the Gatwick Diamond Economy)

**Nomination**

1.    **Business Growth & Success in International Markets**

•     **Key Question:-** What measurable successes has the business achieved in international markets over the last 12-24 months?

•   **Examples could include:**-

o     Demonstrating an increase in revenue from international sales

o     Expansion into new overseas markets

o     Growth in international sales

o     Use of innovative strategies to enter a new international market or of growing market share in one of your overseas markets

**2. Product/Service Innovation & Differentiation**

•   **Key question:** How has the business innovated or differentiated its product/service/operation offering to meet the needs of international markets?

•   **Examples could include:-**

o     Adaptation of products/services/operations to local market needs

o     Implementation of new technologies or practices to compete globally

o     Unique value propositions for international customers

**3. Sustainability & Long-Term Impact**

•     **Key question:** How has the business ensured the long-term sustainability of its international growth strategies?

•     **Examples could include:**-

o     Risk management in dealing with international market fluctuations

o     Sustainability initiatives that align with global business practices

**4. Commitment to Customer Satisfaction**

•    **Key question:** How has the business demonstrated a strong commitment to its international customer base?

•     **Examples could include:-**

o     International customer feedback mechanisms

o     Levels of customer retention and satisfaction

o     Examples of exceptional service

**5. Cultural Adaptation & Employee Development**

•     **Key question:** How has the company adapted to cultural differences and invested in employee development for international success?

•     **Examples could include:**

o     Training of staff for international operations

o     Understanding and respecting cultural diversity in business dealings

o     Building international teams or partnerships

**Any other materials you’d like to share? \***

Please feel free to add in extra content here to help show your story. This can be documents, pictures, video, and/ or additional measurement statistics, that you feel will add to your entry.

**\*Limit of 3 pieces of content**