



### The OJI Marketing New Business Award

This category is open to any business based in the Cherwell district that started trading after the 1st January 2021.

The judges will be looking for evidence of:

- How start-up was achieved
- Growth to date
- Strength and stability of business
- Understanding of the market in which they operate
- Vision /Strategy for future development
- Funding arrangements and investment plans for the business

#### General Business Information

Business Name:	
Company No: (if applicable)	
Business Address:	
Telephone:	
Email:	
Web address:	
Date Trading Started:	

#### Contact Information

Contact Name:	
Position:	
Telephone:	
Email:	

#### Head Office

Do you trade <u>from</u> Cherwell district? Is the address above your main or trading office?	Yes / No

Do you report to an external / other Head Office?	Yes / No
If you do report to an external head office please give details below	

### **Brief description of your business**

Brief description of the business, including an outline of its products or services


### **Does the business have a documented business development plan that it is following and modifying?**


### **What process does the business go through to gain a full understanding of its markets and its competitive position?**


### **How has the business identified areas of growth? How does the business plan capitalise upon it?**


### **How is the organisation investing in and developing its staff?**


**What are the future plans of the business? If you have a business plan prepared for 2021/2022, you may wish to send this onto us to support your application.**


**How do you intend to achieve these plan?**


**Has the organisation achieved any other Awards or recognition of sound business practice? (e.g. Investors in People, ISO 9001/9002)**


### **Financial Information**

(This is kept confidential – figures can be estimate or given as a range)

	Annual turnover (£)	Net profit before tax, interest (£)	Number of employees
Last year			
This year			
Next year Forecast			

### **Additional Comments**


## **What you need to do now**

- Please email completed application forms to [admin@cherwellbusinessawards.co.uk](mailto:admin@cherwellbusinessawards.co.uk)
- Full applications will only be accepted if received before midnight on 29 May 2024.
- Judges will review entry forms upon receipt and all entrants will be contacted.
- Shortlisted Finalists will be announced by July 2024.
- Winners will be announced at the Gala Dinner on 13th September 2024 at Chesterton Hotel, if you would like to book a place at the Awards Dinner please email us on [admin@cherwellbusinessawards.co.uk](mailto:admin@cherwellbusinessawards.co.uk)
- Twitter @CherBizAwards - join the conversation #CBAs2024.

