

Grampian Food Forum Innovation Awards 2007

COMPANY NAME			
PRODUCT NAME/S (list all 3 if submitting a range)			
ADDRESS AND POSTCODE			
TELEPHONE NUMBER			
NAME OF CONTACT			
POSITION IN COMPANY			
EMAIL ADDRESS			
SIGNATURE		DATE	

Application for Category 6 – Business Gateway International – Aberdeen City and Shire Award for exporting products to a new overseas market in 2006. This could be either new products or existing products to which some innovation has been applied in order to better address an export market opportunity.

One winner will receive £600 towards travel and accommodation when visiting the target export market.

Sponsored by Business Gateway International – Aberdeen City and Shire.

Please note the following points:

- Qualifying location – the head office of the business must be located within the Grampian area.
- A maximum of three individual products can be entered per company into this category. If submitting products in a range, please submit one marketing plan for the range. Up to 3 products from a range can be submitted under one application.
- No product samples are required for judging, the category will be judged on marketing plans alone. However, in order for a slide presentation to be shown at the awards dinner, each product entered must be accompanied by a good quality, full colour 35mm slide or digital photo featuring your product.
- Use this form to submit a typed export development plan (paper copy) with a maximum of 1000 words, excluding headings (this master form contains 481 words). **THE WORD COUNT MUST BE STRICTLY ADHERED TO.**
- Please feel free to attach the following to augment your application – International advertising/media coverage, product literature and company logo.
- If you require assistance with the application form, please do not hesitate to contact Colin Crabbe on 01224 252149 or colin.crabbe@scotent.co.uk

Judging Marks

- Product innovation 20 points
- Market strategy 30 points
- Achievements 20 points
- Vision 30 point

Closing date for entries – Wednesday, 7th February 2007

All information received will be treated in strict confidence and used solely for the purpose of determining the merit of the entry.

Please send all entries to Elizabeth Mathie, Economic Development, Aberdeenshire Council, Woodhill House, Westburn Road, Aberdeen, AB16 5GB. Forms will not be accepted after the 7th February 2007.

Company profile

Give an outline of the company history

Please complete your information below each text box

Product name and description

What is the target market and why?

Strategy for market

How was the market approached and what challenges were faced?

Who was the target market and how was the product promoted?

What changes were required to meet local requirements?

Achievements

What has been the impact on sales turnover/profit?

Have achievements been in line with forecasts?

How has exporting changed the company?

Vision

What are the future aspirations for the product?