

Make UK Manufacturing Awards

CATEGORY ENTRY GUIDANCE

Strategic Business Growth

This award has been developed to recognise the most dynamic business growth as a result of an actively managed and consistently delivered growth strategy. This could include implementation of a new export strategy, business expansion or product diversification. We are looking for specific projects which were primarily delivered over the last 12 months.

Examples include (but are not limited to):

- Demonstrated overseas market share growth and globalisation strategy
- Investment made to increase production digitalisation in order to support industry beating growth objectives
- Overcame challenges to enter new markets or new industry segment resulting in business growth
- Investment made in management/staff/apprentices training to upskill the workforce and increase productivity
- Developed new products/service which led to significant business secured from new customers
- Increased distribution base or established new supply chains / increased resilience to support growth

Important Information

- Please ensure you take the time to read and adhere to the [terms and conditions](#) of entry.
- Ensure sections are completed in full and financials are included where required.
- For assistance in navigating the online portal [click here](#).
- Please fill in the entry and contact information pages to the fullest – this information is used to contact you in relation to your entry and also used for the purpose of creating certificates and trophies and other awards related materials.

- Financial information is requested for this category under Question 3. Please see below for further details.

Entry Guidance

The question guidance in this document is for use to support you in completing your entry. They are examples of what you may include in your entry but you should not limit your entry to only including these. For further assistance in telling your story contact the awards team.

Question 1: Explain your growth strategy

What are the company's growth targets and what drove the need to grow? (500 word count)

- **TIP – Don't use up your word count describing your business, the judges already know a lot by your entry information. Instead include that briefly and then move onto the nature of your project/ strategy/ change and why this was important to implement.**
- **Provide a description of your strategies for business growth. This is your opportunity to show your vision to the judges.**
- **What is the rationale for your dynamic business growth?**
- **What were the key elements of your growth strategy, e.g., geographic expansion, product or service expansion, other?**

Question 2: Strategy implementation

Describe how the growth strategy has been delivered into your business. (500 word count)

- **TIP – this is the part of the entry form where you will spend most of the time telling your story.**
- **How was the growth strategy designed, implemented and managed?**

(including time frame, key milestones, approach and governance)

- Was there a dedicated team, what external support (if any) was called upon and what capital investment was required (if any)?
- As part of your growth strategy how did you invest in your workforce through training and development?
- Were any unforeseen barriers encountered and how were these overcome?

Question 3: *Measure your success*

a) What were your growth targets and what are your future growth targets? (500 words)

- This is where you show the targets set for the strategy/project discussed in question 2.
- TIP – the more measurable targets you can include the better the judges can understand what you were trying to achieve and how much you ultimately accomplished
- Objectives: this is the main objective you were looking to achieve
- Specific target: is the measurable target set to achieve this goal
- Target delivery date: the date you set to achieve this target by

b) How have you performed against your growth strategy targets? (500 words)

- Achievement: what was ultimately achieved – target achieved? Exceeded? Did you finish it early?

c) Provide net profit and turnover for past three years (inclusive of the last 12 months) (500 words)

For this category, these figures are compulsory.

- Any additional benefits accrued which were not foreseen in the original plan?
- What plans do you have in place to build on your success? Did your results propel you to make future plans?
- How has the overall business benefitted?

- This information will be kept strictly confidential. All judges sign an NDA prior to viewing entries.
- This information is required for this category to understand how the growth strategy has influenced your business. You can choose not to include this information however it will reflect in the judging.
- In the relevant notes box below the table include any additional information you wish the judges to know. For example if you show a significant dip in profit it may be due to the capital investment you made in new technology or offices for the new strategy.

Supporting documents

- TIP – this is your opportunity to show examples of your project, team, project plans and give a visual of your strategy to the judges
- We would encourage you to upload a short video (up to 1 minute) to help support your application. This could be you speaking to camera, a testimonial from a colleague, or footage of your factory/site/a product you've worked on.
- We cannot guarantee that the judges will view any additional items beyond 1 A4 page/1 slide per upload.

- Do not include any links to external websites – these will not be viewed.
- Please ensure you reference your supporting documents within your entry form in the relevant areas - you can name each file to make this easier for the judges to identify.

For further information contact: awards@makeuk.org