

Best New Business



Award Overview

This Award recognises those demonstrating the aptitude, business acumen, ambition and drive to build a successful new business in East Lindsey.

This Award is open to all businesses that started trading in, or after, 2017. The Judges will be interested to hear how the business has filled a gap in the market and gained customer support since trading started.

Main judging criteria

- Business planning and development
- Sales performance, customer testimonials, awards, media reviews
- Market research (main competitors, market size, market share)
- Growth projections

Relevant evidence to support nomination:

- Copy of detailed business plan used showing vision, strategy, market research and action plan
- Financial accounts
- Marketing plan and examples of marketing campaigns
- Growth forecasts
- Links to customer testimonials
- Awards won or media reviews/ press coverage
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The evidence list above is not exhaustive. Businesses are encouraged to send any other documents which will help support their nomination, please don't submit any third party personal details.