

The Pembrokeshire Business Awards 2017 - Category Criteria

New Business Award

This award will recognise new businesses or start-ups that have achieved success over a short period or display potential for growth and development in future years.

Key criteria:

- Businesses in this category should be trading for no longer than 2 years in their current form.
- Entrants should explain the background of the business, how the company has performed since starting and touch on future strategies and objectives.
- The winner of this award will have shown a high degree of entrepreneurship along with determination, drive and passion for their products or services.

Local Independent Business Award

This award is for a small-medium sized business that makes a unique and exceptional contribution to the business community of Pembrokeshire.

Key criteria:

- Businesses in this category should be owner-operated [not part of a franchise or larger plc].
- Employ under 250 people and be based in Pembrokeshire.
- The winner of this award will be recognised for having built a successful business in the county and displays determination, drive and passion for their products or services.

Customer Service Award

This award will be presented to the business that has provided the best service to the local community and its customers.

Key criteria:

- The winner of this award will be the company that demonstrates a clear 'customer focus' ethos.
- Customer care must be evidence based with clear examples.
- The winning business will be able to display how customer care and service is built in to its business model and future development strategy.

E-Commerce in Business Award

This award is for a local business that has shown determination to achieve success by exploiting new opportunities presented by 'new' technology.

Key criteria:

- The winning business should explain how new online or IT systems are key factors in their growth and development.
- Indicate how such systems and technology are used to give them an edge.
- Explain future plans and objectives.

Specialist / Niche Business of the Year

This category aims to recognise the success of a business in our county that caters for a niche market.

Key criteria:

- The winning business will have spotted a gap in the local market.
- The nomination must explain how the business is successfully exploiting this gap.
- The nomination must also indicate strategies for a sustainable business and future growth.

Food, Drink and Hospitality Award

Our county is full of great cafes, bars and restaurants. This award will recognise a business that offers the people of Pembrokeshire outstanding offerings in this sector.

Key criteria:

- The winning business will display clear vision and passion.
- The winning business will also display evidence of success in terms of sales, reviews and reputation.
- The winner will stand out from the crowd by consistently striving for excellence.

Business Growth Award

This award applies to any size business that has achieved growth in the last 12 months.

Key criteria:

- Businesses must be Pembrokeshire based but can be part of a larger plc or entity.
- The winning business will be able to display YOY growth.
- The winning business will also show how it contributes to the Pembrokeshire economy by way of profit, turnover and / or employees.

Leisure and Tourism Industry Award

This category is open to any organisation in Pembrokeshire that is, irrespective of size, involved in the delivery of leisure, tourism or visitor attractions.

Key criteria:

- The winner must be able to demonstrate outstanding performance in a range of key aspects relating to their operation.
- This might include: commercial success, creating employment opportunities, evidence of growth, evidence of improved numbers and customer satisfaction.
- The winner must also outline future development strategies.

Young Business Person of the Year

This award aims to recognise and reward a young entrepreneur or business person from the county. A highly motivated person, they will be a role model to others.

Key criteria:

- The winner of this award must be 25 or under and be based in or have strong links with Pembrokeshire.
- The winner must be able to demonstrate passion, ambition and an entrepreneurial spirit along with evidence of success in terms of sales or potential growth.
- Nominations are invited on behalf of 'owner operators' or employees 'making their mark' by way of outstanding contributions to local businesses.

Agricultural Business of the Year

Agriculture represents a vital part of Pembrokeshire's economy. This category aims to recognise and reward achievement, innovation and hard work in this sector.

Key criteria:

- This category is open to any Pembrokeshire based business involved directly in agriculture or agricultural services.
- The winner of this award will be able to clearly demonstrate success in its sector along with a strategy for future growth and sustainability.
- Providing evidence of innovation and efficient working practices will strengthen nominations in this category.

Pembrokeshire Business / Business Person of the Year 2017

This award will be presented by the event's main sponsor and will be selected by the judges from the other category winners, therefore is not open for public vote. It will be awarded to a business or business person who has displayed outstanding dedication to their business, service or product they supply, all whilst showing a great passion for Pembrokeshire.