

WALES BUSINESS AWARDS 2023

Innovative Business of the Year

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The ever changing global economic landscape has accelerated the need for innovation; products, services and practices.

This award recognises businesses that have innovation at their heart and have identified new ways to stay ahead of the competition. This award will go to a company that has been innovative in its approach to business and that has achieved success through diversification and development.

Provide a 3-4 minute video answering the following questions:

1. Provide a brief description of your business, describing the products / services you provide
2. Describe your plans for future growth / development
3. Why should your business win this category?
4. Explain how winning this category would impact your business

Upload your video to a suitable video-sharing platform where we can download (eg. Dropbox, Google Drive, wetransfer etc)

If you are shortlisted you will be invited to an online interview where you will be asked the following questions:

1. How has your market changed over the last two to three years and what have you changed to meet market demands?
2. What investments have you made to implement the innovative product/ services or to facilitate innovation and how has this affected your financial performance?
3. How has innovation affected your workforce? Has it created more jobs / changed job roles dramatically?
4. How have you embedded innovation and/or diversification across the whole organisation? (Placing particular emphasis on processes, human resources, customer feedback and entrepreneurialism)
5. What challenges have you had to face and overcome in your business in the last year?
6. What are the future plans for your business and how will you achieve those?