**DEFINE YOUR COMPETITIVE EDGE - ENTRY FORM**

***Please ensure you save your document regularly as you work through the form.***

*All sections must be completed (excluding optional - section 6 and 10).*

*Your entry will be judged in the appropriate Excellence in Business categories and in addition, at the time of judging, your entry will be considered for the additional Awards categories.*

**Supporting Documentation**

Remember – you must provide evidence to support your claims.

Please include any supporting evidence in each of your individual entry documents.

All applications and supporting documentation must be uploaded into the entry portal. Each section of the applications is its own **WORD** document with a maximum upload of one **WORD** document (max size 5MB) per section. This document must include any photos or supporting information for the relevant section.

Supporting evidence could include general financial overview - possibly showing changes as percentages rather than actual numbers, performance reports, strategic/ operational plans, examples of quality process or regulatory forms, data tables, graphs, images (.jpg or .eps) or hyperlinks to other forms of media (video etc).

Please ensure you retain a copy of your complete entry with all supporting information

**SECTION 2: Deﬁne your competitive edge**

**What makes this business special?**

★ Provide a maximum of 500 words of text demonstrating your unique selling points, and why you believe your business stands out from your competitors. In your document, please include up to two pages of supporting evidence.

**What the judges are looking for:**

★ Evidence of an understanding of your organisation’s unique selling points and competitive diﬀerentiation.

*The box below will adjust in size as you enter your content into it. It is not indicative of the maximum 500-word count.  
 Please include any supporting evidence in each of your individual entry documents.*

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