**Hospitality & Leisure Business of the Year- SME SEA**

**Company Name:**

**Sector:**

**First Name:**

**Last Name:**

**Email Address:**

**Company Website:**

**Years in Operation:**

**Evidence to meet the criteria for Award Entry**

**Please share how your performance meets the criteria and sets you apart from your competitors in each of these areas:**

1. **Evidence of Criteria 1: Clear objective setting, strategy & plan formation, with matching rigour in implementation and SME SLA measurement. Your response should include what the objective(s) was, how this was implemented, and what the results were. (Max 20,000 character**
2. **Evidence of Criteria 2: Problem solving- Creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was. (Max 20,000 characters)**
3. **Evidence of Criteria 3: Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice or buying products/services. We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, etc. (Max 20,000 characters)**
4. **Evidence of Criteria 4: Rate of Growth- Key performance measures, particularly turnover and profit for last three years. (Max 20,000 characters)**
5. **Evidence of Criteria 5: Innovation and Approach- Evidence of how the business uses innovative approaches/products/services to reach and serve its customers and adds value. (Max 20,000 characters)**