

**Business Excellence in Marketing**

**Entry Form Part Two**

This Award recognises a business that shows a commitment to marketing and demonstrates an understanding of the need for accurate market information, effective sales processes, and the importance of establishing brand credibility.

**Please download this Entry Form (Part Two) onto your PC, Laptop or other devices.**

Completed Forms (1 and 2 for entries in Categories 1 to 13) and Form 2 for entries in Categories 14 to 18 must be sent to [**iba2021chipdawson@xtra.co.nz**](mailto:iba2021chipdawson@xtra.co.nz)

**Please do not fax, post, courier or send the completed forms through any other source.**

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| **Name** |  |
| **Position** |  |
| **Organisation** |  |
| **Physical Address** |  |
| **Postal Address** |  |
| **Email** |  |
| **Telephone** |  |
| **Fax** |  |

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| **Business Excellence in Marketing Award (750 words)** |
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| 1. Describe your target market and provide evidence of market size and market share. |
| 1. Provide evidence of marketing effectiveness and sales growth. |
| 1. Give examples which show how your organisation builds its brand with the aim of acquiring new customers, retaining existing customers and developing new market opportunities. |