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## **BBA 2025 – GROWTH & MARKET EXPANSION AWARD**

**Company Name:**

**Representative Name:**

**Representative Email:**

**Phone Number:**

**Date:**

**Short Company Description:**

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### **Judging Criteria:**

This award celebrates the NSBA business that has demonstrated exceptional growth through strategic expansion, market diversification, or the development of a new customer base. This award highlights organizations that have successfully scaled operations, entered new markets, or developed new business practices that contribute to sustained growth and competitive advantage for long-term success.

- Demonstrates significant growth in revenue and profitability over the last year.
- Introduction of new products, services, or business models that appeal to new customer segments.
- Growth in customer acquisition, retention, and overall customer satisfaction.
- Ability to adapt to challenges or changing market conditions with resilience and agility.
- Evidence of how the company's growth has benefited stakeholders, including employees, customers, and local communities.

### **Answer the questions below to the best of your ability.**

1. How has your revenue and profitability changed over the past year, and what factors contributed to this growth?
  2. How did you identify new market opportunities, and what steps did you take to successfully launch your product or service in these markets?
  3. How have you expanded your customer base, and what marketing or outreach strategies have you used to attract new customers? Please share specific examples.
  4. How do you handle challenges that arise when expanding to new markets, and what adjustments have you made to ensure success?
  5. How has your market expansion positively impacted your industry's stakeholders?
  6. Your organization's mission and vision statement. This will be used to introduce the finalist during the event program.
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**\*TIP\*** Use examples, statistics, figures, numbers, stories, etc. to enhance your answers where applicable. Examples of previous winner applications can be found [HERE](#)

Once completed, please email the filled-out form to [events@nsbasask.com](mailto:events@nsbasask.com).

Use subject line “BBA 2025 Award Application – YOUR COMPANY NAME”

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