

2024 SERVICE SECTOR AWARD
Kindly sponsored by NIFDA
Entry Form Guidance and Questions

Category Criteria

The Service Sector Award is open to any company with a manufacturing base predominantly in Northern Ireland. This award aims to identify the food and drink companies who have taken up the challenge of providing new and better products to the Service Sector.

The award is targeted at companies who have incorporated commercial solutions to enable them to reach new horizons by innovative applications of product development and service technologies.

- A maximum of **ONE Product** per company will be permitted.
- Only individual products should be entered and **NOT a range** of products.
- The product or innovation must, in the view of the judges, be commercial and supplied in a non-retail setting.
- The judges will consider both product innovation and process innovation or any combination of both.
- The innovation must have been launched into the marketplace during the period 1st February 2022 - 31st January 2024.

Judging Process

- Following initial screening by the Judging Panel, shortlisted entries will then go forward to the final stage of judging which takes place on **Friday 16th February 2024..**

NB: Short-listed applicants will be invited to send 3 samples of their products (2 for consumption, 1 for visual/packaging) to the judging panel at CAFRE / Loughry College by **Wednesday 14th February 2024.** Details will be provided after the closing date.

The deadline for completed applications is **Thursday 8th February 2024.**

Questions

Question 1. Please describe the specific product to be entered for the award.

Question 2. What initially prompted the innovation? (e.g niche market identification).

Question 3. What makes the product commercial in today's market?

Question 3A. Please state the typical non-promotional price to service sector customers?

Question 4. What are the product's key selling points?

Question 5. Please explain how the process was started?

Question 6. What action did you take in planning and developing this product or concept? *(For example market research, feasibility study, obtained grant aid, competitor analysis, prepared marketing plan).*

Question 7. What actions did you take to implement the new product? *(For example Market testing, implementing, a product marketing plan, taking steps to meet legislation, promotional / launch package, training staff, designing quality procedures).*

Question 8A. How do you receive customer feedback?

Question 8B. What procedures do you use to maintain consumer satisfaction and quality standards?

Question 9. Please state if you are SALSA or BRC accredited? If yes, please state your accreditation number.

Question 9A. Only if not accredited please indicate how you monitor quality, safety and integrity of the product?

Question 10. Please indicate % of the raw materials used in this enterprise you obtain from the following sources:

- a. % from own production
- b. % from local producers
- c. % from UK / ROI sources
- d. % from overseas sources

Question 11. Please outline any problems you have in obtaining sufficient quantities of quality assured supplied of raw materials from both UK / Rol sources and overseas and how you are overcoming them.

Question 12. Have you sought links with other businesses in connection with any of the following?

- (a) Sourcing new materials
- (b) Processing / manufacturing
- (c) Packaging
- (d) Distribution
- (e) Marketing & Promotion
- (f) Finance
- (g) Innovation

If you have any questions, please email nifda@morrowcommunications.com