

Innovative Product or Service Development Application

Specific Criteria

Closing Date 28th August 2009 at 5pm

INNOVATIVE PRODUCT OR SERVICE DEVELOPMENT

This award recognises innovation in a business, company or organisation that has developed an outstanding new product or service.

Entrants in this category will be required to: provide details of the new product or service and the qualities and strengths which they believe make it outstanding in the marketplace, how and why it was researched and implemented and how it has contributed to continuous improvement of their business.

Your response to the specific criteria below should be a maximum of three (3) typed A4 pages with a minimum font size of 10pt: (Start your response on a new page)

SPECIFIC CRITERIA

- **Name of Product or service that has been strategically developed**
- **Continuous improvement that identified the need for a new product or service**
- **Research of the viability of implementing the product or service development**
- **Investigation of how to implement the new product or service**
- **Innovation in product or service development**
- **Financial impact of new product or service on business profits**
- **Review of the ongoing success of your innovative product or service**
- **Identified strengths and weaknesses of your innovative product or service**

EVIDENCE GUIDELINE

- **Describe new product/service and its outstanding qualities**
- **Show evidence of innovative research and development processes**
- **What makes your new product or service innovative?**
- **Explanation of any intellectual property protection required**
- **Explanation/ evidence of impact of new product/service on the business or market and on business profits**
- **Describe methods used to take product to market or implement new service**

Note; This list is a guide only of some of the evidence that may demonstrate your business success in this category, it is not an exhaustive list, nor may the entire list be relevant to your business or necessarily all that demonstrates the above criteria.

HILLS EXCELLENCE IN BUSINESS AWARDS 2009

ANSWER;

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