



AWARD CATEGORIES

The awards are free to enter and businesses of all sizes and sectors who are headquartered within the County of Carmarthenshire are invited to take part. Please go to www.cmb.wales and download application form from the **CMB Awards Tab**



Community Impact

This award recognises those businesses, charities or indeed any social enterprise that has gone beyond the realms of the 'norm' and made an exceptional positive impact on the community in which they serve.

The Judges will be looking for organisations which:

- Clearly demonstrate a sustained programme of commitment to improving their community.
- Clearly demonstrate connections between their community based initiatives and their business success
- Have a clearly defined strategy for maintaining the community based initiatives into the future



Creative

This award will celebrate innovative and creative businesses within the digital and marketing communication sector, PR and Design Agencies and organisations.

Judges will be seeking businesses which:

- Consistently demonstrate innovative solutions to increase brand/product awareness and raise the profile of their clients
- Have developed new products and identified new income streams
- Have invested training and development of their workforce



Customer Excellence

This award is to recognise and celebrate organisations or businesses in any sector who consistently have gone more than the extra mile to give exemplary and outstanding customer service.

Judges will be seeking businesses which:

- Demonstrate a sustained commitment to providing exceptional customer service.
- Demonstrate this service is developed through their workforce and business structure by a clear strategy for maintaining or indeed improving on-going customer service.
- Demonstrate clear evidence of business success by their customer service initiatives.



Environmental Impact

This award is to recognise the businesses that have made a clear and identifiable contribution to reducing their own or other organisations environmental impact.

Judges will be looking to identify:

- Demonstrable links between business success and their initiatives to reduce their environmental impact.
- Demonstrate a strategy for sustained commitment to reducing the environmental impact of their own or the businesses of others into the future.



Family Business

This award is to recognise and celebrate the best family run business in the County of Carmarthenshire from any business sector including Farming & Agriculture, who has been established 5 or more years.

Judges will be looking for businesses who can:

- Demonstrate an investment in development, education and training for family members/employees to sustain and improve the business success.
- Demonstrate consistently excellent product and exceptional customer service
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Food & Drink

The Award is to recognise the top businesses working within the Food & Drink sector including wine merchants, restaurants, pubs, bars, café's, takeaways, catering suppliers, food producers and suppliers.

Judges will be seeking businesses which:

- Demonstrate consistently excellent product in their domain
- Demonstrate consistently high standards of customer care and service.
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Health & Beauty

This award is to recognise independent pharmacies, nursing homes, domiciliary care, opticians, hearing specialists, beauticians, beauty salons and hairdressers. Judges will be seeking businesses which:

- Demonstrate consistently excellent product and exceptional customer service
- Have invested in their employee development.
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Professional Business Services

This award is to recognise the best Legal and Accountancy practices, Insurance Brokers and agencies, IFA's together with HR and Recruitment companies and banking teams. Judges will be seeking businesses who can:

- Demonstrate consistently high standards in compliance and conducting their relevant services.
- Demonstrate consistently excellent customer service.
- Demonstrate investment in employee development and training
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Training & Development

The award is to celebrate and recognise the best training & development companies including business coaches and mentors headquartered in the County of Carmarthenshire. Judges will be seeking businesses who can:

- Demonstrate good development programmes and training that can quantify definitive results and improvement in staff capabilities
- Demonstrate consistently high standards in their product and training programmes
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business and that of other businesses



Motoring & Transport

This award will recognise the leading motoring and transport organisations headquartered in the county of Carmarthenshire, including car dealers, garages & MOT test centres, motor-bike dealers, haulage companies, couriers, taxi companies and driving instructors.

Judges will be seeking businesses that can:

- Clearly demonstrate high standards of customer care and service delivery
- Demonstrate investment in employee development and training
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Start Up Business

This award is to reward businesses in any sector who have taken the first brave steps to success and have been trading no earlier than July 2013 (less than 30 months old)

Judges will be seeking businesses which can:

- Demonstrate the research undertaken prior to launch and the development plan to ensure the success of the business.
- Demonstrate the business' success in its sector in the short time frame.
- Demonstrate high product and/or service standards offered
- Demonstrate objectives and informed projections for the future



Retailer

To recognise the independent retailers and e-tailers

Judges will be seeking businesses which:

- Demonstrate consistently excellent product standards
- Demonstrate a sustained commitment to providing exceptional customer service.
- Demonstrate investment in employee development and training
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.
- Show their creativity with the layout and presentation of the shop including shop window if appropriate.

If e-tailers: You will have considered the look and 'user-bility' of your website together with ease of ordering and guarantees.



Construction & Trades

This award is to recognise the very best architects, construction & property companies, surveyors, tradesmen and estate/letting agents.

Judges will be seeking businesses who:

- Demonstrate consistently excellent standards of property/construction services.
- Demonstrate a good record and on-going commitment to workforce health and safety.
- Demonstrate investment in employee development and training
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Technology

This award is to showcase the county's leading technology based companies including telecommunications businesses, IT support and IT services.

Judges will be seeking businesses which:

- Demonstrate consistently excellent product standards
- Demonstrate a sustained commitment to providing exceptional customer service.
- Demonstrate investment in employee development and training
- Show they have identified or developed new products and income streams and have maximised the opportunities to contribute to the success of their business.



Tourism & Leisure

This award is to celebrate the top businesses working within the Tourism, Gyms & Fitness centres, Travel Providers and Leisure Attractions

Judges will be seeking businesses which can:

- Demonstrate success through high visitor numbers and repeat business.
- Demonstrate a sustained commitment to providing exceptional customer service.
- Demonstrate investment in employee development and training
- Show they have identified or developed new products/services and income streams and have maximised the opportunities to contribute to the success of their business.