



Official Competition Entry Form



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General Information

We welcome all IM4S attendees to enter this competition opportunity, brought to you by Colbea and Fenwick. We are delighted that Colchester Events Company alongside Jamie Lee Smith Catering are sponsoring the competition launch.

The competition offers *five shortlisted entrants* (one from each course) the unique opportunity to trade in Fenwick, our Colchester Department Store for a *minimum of 1 week*. *One overall winner* will have this trading opportunity to get their product into the store for a *minimum of 2 months*.

These unmissable opportunities will open the door to great success for the businesses; winners will be announced at Colbea's AGP on 18th October. The competition launch event takes place on 2nd July 2018 at Colchester Town Hall.

Why enter?

- Win an opportunity to have a trading opportunity in Fenwick, our prestigious Colchester High Street Store; selling alongside worldwide brands such as Paul Smith, Moschino and Hugo Boss
- Gain recognition for your business on our social media and website labelled as a winner
- The team at Fenwick will provide guidance and assistance in developing the winning business positioning
- The winning business' insurances will be paid for by Colbea during the trading time within the store
- Colbea will provide support to applicants to develop their business plan and strategy to deliver in Fenwick – (1:1 Business Advice Session & Group Strategy Planning Session)

Terms and conditions

- You must complete all stages of entry
- You must have attended and completed a IM4S course
- Decisions are made by the judging panel; verdict is final
- Businesses **must** be registered and trading



Entry Form

Entrant name:

Email:

Phone:

Business name:

Address:

Post code:

Do you employ 5 or fewer people?

Yes

No

Grab us with your business concept! Tell us in up to 150 words the potential of your business concept.

Entry Form

Deepen our interest! Tell us in up to 150 words about the opportunities that your business will create and the challenges you will face in reaching your goals.

Convince us! What would winning the competition mean to you? Tell us in up to 100 words how selling/delivering your service in Fenwick would enable you to reach your ambitions, grow and develop your product and brand.



How to Enter

To enter the competition:

- 1) You must first ensure you are compliant with the **terms and conditions**. Please sign at the bottom of the page to confirm this.
- 2) Return to us:
 - Your written entry
 - Your *business plan and strategy of delivery if you were to win the opportunity to deliver your service or product within Fenwick*
 - Completed entry form – please find attached

You will be emailed a copy of the entry form. Please return via email reply or post this paper copy completed, to:

Colchester Business Centre
1 George Williams Way
Colchester
Essex
CO1 2JS

Key Dates & Actions –

- Shortlisted candidates will be announced on **31st August**
- Panel interviews will take place on the week of **17th September**
- Winners will be announced at Colbea's AGP on **18th October**
- Trading to commence from **Spring 2019**

Deadline for entries is 10th August. Be in it to win it!

I confirm that I agree to the terms and conditions. I understand that providing false or incorrect information will immediately have me removed from all lists and I will not be entered into the competition.

Print name: _____

Signed: _____

