

Best New Business

Sponsored and judged by Genesa Limited



The Category

This category is aimed at new businesses that will have been trading for no more than two years at September 2011. Having entered the market during particularly difficult economic times we are interested in recognising companies that, despite the obstacles, are managing to achieve growth and are on track towards long term profitability.

Entrants will generally compete in a single group. However, if there is a wide disparity in the size of entrants additional groups may be introduced at the discretion of the judges.

Please note that all entries will be treated in the strictest confidence. To ensure this, all entries will be destroyed at the end of the judging process unless you specifically ask for your entry to be returned



Gerard Garcia



Clive Clarke

Genesa has offices and warehouse facilities in Tonbridge, Kent and Pontefract, West Yorkshire and a warehouse in Glasgow.

Entrants will be judged by managing director Gerard Garcia and the company's e-commerce and product distribution manager Clive Clarke.

New category for 2011

Compiling your entry

Please answer the following five questions:

1. Briefly describe in general terms what your company does
2. Describe how you identified the business opportunity and what research, if any, you conducted before setting up your company
3. Provide some measure of the growth that has been achieved since launch.
4. What is it that you did to achieve this growth?
5. Summarise any plans that are in place to sustain/improve growth over the next three years?

Finally, if you would like to attach supporting documents such as photographs, leaflets, testimonials, etc. please do so but this is optional.

About the judges

Genesa Limited is a long established company with a reputation for being responsive to clients and for delivering bespoke cabling solutions for diverse needs from small businesses to large industrial plants. These cabling services are delivered nationally for a major telecom provider.

Over the last six years Genesa has used its internal knowledge and capabilities in software development and integrated security to diversify into two new areas. The first is in the development of bespoke software applications that help businesses to increase their efficiency. The second uses our experience in design and installation of integrated security systems in export markets to develop an e-commerce product distribution business that includes full technical support for installers.