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# GHANA BEVERAGE AWARDS

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## APPLICATION PACK 2017



**GHANA BEVERAGE AWARDS 2017**



*Inspiring excellence in Ghana's beverage industry*

**NOMINATION**

1. Name of Brand/Product .....

2. Manufacturer/Distributor.....

3. Please state the category you applying for.....  
.....

4. Acknowledgement

I, ....., acknowledge that the information provided in this document is accurate and that any false misrepresentation may lead to the disqualification of the company, product or brand that I represent.

Name: .....

Company: .....

Designation: .....

Signature: .....

Date: .....

# Product Attributes

## Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire the design and positioning of the product/brand

**What customer needs directly influenced the design and positioning of your product/brand?**

1. ....  
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2. ....  
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3. ....  
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## Criterion 2: Reliability and Quality

Requirement: Products consistently meet or exceed customer expectations for performance and length of service

1. **How long has the product been in existence in Ghana?.....**
2. **By what percentage has your product/brand sales volume increased over the past one year?..... (Further evidence may be required)**

**Criterion 3: Product/Service Value**

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

- a. **What's was the average market price per bottle of your product in the year under review in Ghana**

cedis? .....

- b. **Please list the average price per bottle of two of the closest competitors to your brand or product (if applicable).**

No.	Competing Brand/Product	Average price per bottle (GHC)
1		
2		

**Criterion 4: Positioning**

Requirement: Products or brand unique, unmet need that competitors cannot easily replicate or replace.

**What 3 key attributes of your product/brand differentiate it from competitors?**

- a.
- b.
- c.

**Criterion 5: Design**

Requirement: The product features an innovative design, enhancing both visual appeal and ease of use

**Describe the innovativeness of your product or brand in terms of innovativeness of the design, visual appeal and ease of use in one paragraph.**

# Business Impact

## Criterion 1: Financial Performance

Requirement: Strong overall financial performance in terms of revenues, revenue growth, operating margin and other key financial metrics.

**What is the percentage growth in revenue for your brand/product in the year under review? (Further evidence may be required)**

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## Criterion 2: Customer Acquisition

Requirement: Product strength enables acquisition of new customers, even as it enhances retention of current customers.

- 1. What was the estimated market share of your product/brand in the category you are applying for, in the year under review?**
- .....

## Criterion 3: Operational Efficiency

Requirement: Company is able to churn out high volumes of the product or brand annually.

1. What was the production volume of the brand/product in the year under review?
- .....

2. How much volume was sold in the year under review?
- .....

## Criterion 4: Human Capital

Requirement: Company culture is characterized by a strong commitment to product quality and customer impact, which in turn enhances employee morale and retention. Employee turnover rate is a key indicator

- a. How many employees are employed by the product/brand in the year under review?
- b. What is the employee turn-over rate for the brand/product in the year under review?

# Corporate Citizenship Impact

## 1. Criterion 1: Employment

Requirement: Commitment of product or brand or company to employment of Ghanaian nationals and locals and providing training opportunities for their personal development.

- a. **What percentage of Ghanaian nationals were directly engaged by the product/brand in the year under review? (Further evidence maybe required).**
  
- b. **What percentage of the total annual budget for the brand/product was invested into training and development for Ghanaian nationals who worked on the brand/product in the year under review? (Further evidence maybe required).**

## 2. Criterion 2: Local Regulations

Requirement: Brand or company's commitment to adhering to local regulations and operating within the acceptable industry standards.

- a. **Has the brand/product had any regulatory or compliance issues with the appropriate authorities in the year under review? If yes, please provide details.**
  
- b. **If your answer in (a) above is yes, what appropriate measures were taken by the brand/product to address the issues?**

## 3. Taxes

Requirement: Product or Company shows commitment to the payment of taxes and other levies and also provides support towards government or local authorities initiatives towards the development of countries or local areas.

- a. **Has the product/brand fulfilled its tax obligations in the year under review? (Please attached Tax clearance certificate.**
  
- b. **Has the product/brand fulfilled its SSNIT payment obligations in the year under review? (Please attach SSNIT clearance certificate)**

## 4. Corporate Social Responsibility

Requirement: Company or product gives back to the community in various forms including sponsorships, donations, volunteerism of employees within communities and other social responsibility projects.

- a. **Please list at least 3 major CSR activities undertaken by the product/brand. (Further evidence maybe required.**
  
- b. **What percentage of your brand/product's total revenue was spent on CSR in the year under review?**

#### **5. Environmental Protection**

Product or Company takes steps to preserve and protect the environment and ensures that its operations do not harm the natural environment.

**Please list 3 major environmentally friendly activities or initiatives undertaken by company or brand in the year under review.**