

# BACC Business Venture of the Year 2010

page 1

**GROUP/COMPANY** .....

**Key-person(s)**

**Website**

**Address**

**@ key people**

**Tel key people**

**If nominated, would you attend the NYC gala event?**

- 1. Year of establishment .....
- 2. Number of personnel
  - Belgium: .....
  - US: .....
- 3. Capital (in USD) .....
- 4. Total group turnover (in USD)
  - 2008: .....
  - 2009: .....
- 9. What is your company`s mlssion/mantra?

- 5. Sales growth over the last 3 years :
- 6. US sales (in USD)
  - 2007: .....
  - 2008: .....
  - 2009: .....
- 7. Percentage of global export versus turnover :
- 8. Describe your company in 3 words:
  - 1. ....
  - 2. ....
  - 3. ....

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## **ACTIVITIES & MARKETING**

1. Products & Services program (with documentation about the activities of your company):  
.....  
.....
2. Type of US customers (online, department store, industries, wholesalers, retailer, ...):  
.....  
.....
3. Special products or services developed for the US market during the last 3 years:  
.....  
.....
4. Do you consider your company as `relevant` for the US market? Does your company rights what is wrong?  
.....  
.....  
.....

5. Explain your marketing plan/organisation directed to the US market:  
.....  
.....  
.....
6. What is/was your core driver entering the US market:  
.....  
.....
7. What makes your company special vs your peers? How do you outperform?  
.....  
.....
8. How did you reshape your company or venture in order to cycle through the current recession?  
.....  
.....  
.....  
.....

## **ARGUMENTS**

Why are you applying for "The 2010 Belgian-US business venture of the year"?  
 What makes your venture unique and special?

.....  
 .....  
 .....  
 .....  
 .....

## **CREATION AND DEVELOPMENT OF ACTIVITIES**

Please describe (using figures where possible) the creation and development of your activities (approach to the US market, particular detail

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page 3

for the last 2 years, what difficulties have you faced and how did you resolve them?):

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