

**GEORGE HAYWARD AWARD 2020**

**THE IUCAB COMMERCIAL AGENT OF THE YEAR**

**Application deadline: 13th March 2020**

|  |
| --- |
| Name of the candidate (Agent or Agency):  |
| Corporate name of the Agency: |
| Date of incorporation: |
| Field of business:  |
| Address details:Phone:Fax:E-mail:Website: |
| Number of employees: |

Does the Agency carry out activities for foreign principals?

yes ❑ no ❑

If affirmative, in which countries?

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How many principals are currently represented by the Agency?

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Commission earned in € according following margins:

|  |  |  |  |
| --- | --- | --- | --- |
|  | 50.000 – 100.000 | 100.000 – 400.000 | > 400.000 |
| 2017 | ❑ | ❑ | ❑ |
| 2018 | ❑ | ❑ | ❑ |
| 2019 | ❑ | ❑ | ❑ |

Indication of the spreading of the Agency income over the principals it represents:

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Market position of the Agency:

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Growth strategy of the Agency:

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Key success factors of the Agency:

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Description of the brand portfolio represented by the Agency:

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What kind of additional services does the Agency provide? (e.g. merchandising, translation, market studies, etc):

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A description of the measures taken in order to improve the services/the quality of the services provided by the Agency:

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What kind of education has been followed during the last 3 years?

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Description of the main features of the relationship with the principals represented:

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Is the Agency in regular search of new principals? And if affirmative what kind of search methods are being used?

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Tell us your success story! (5 – 10 lines)

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