



Wenta Case Study

Awards for Excellence Ltd

Your business could win an award, if only you knew which award schemes existed. Caroline Buttery is a business woman who, together with her partners, spotted the need for a web search engine that makes it easy to find out.

The range of awards programmes and competitions is quite astounding. Whether you run a huge national corporation or a small corner shop, and no matter what sector you operate in, there is likely to be an award scheme appropriate for you. Titles are as diverse as 'The Chip Shop Awards', 'The Plastics Industry Award' and the 'National Business Awards'.

Caroline Buttery had been working within the field of quality management and became involved with London Excellence, a not for profit organisation supporting companies using the European Foundation for Quality Management (EFQM) model. When she was challenged to set up some business awards for London Excellence, she set out to research what existed.

Caroline discovered a bewildering number of schemes, but nowhere to pinpoint the information she needed. When she performed a search on the Internet, she would be faced with hundreds or thousands of listings, in no specific order, many of them out of date. She and two fellow directors began to sketch out what a useful web site would offer: bringing together all of the available award schemes in a searchable format for potential winners; enabling award organisers to provide all the details about their schemes and presentation events; complementing this with a directory of specialist suppliers such as AV equipment, catering and entertainment.

The benefits of such a web site seemed large. The three partners were convinced it would be useful not only to potential

award scheme entrants but also to the awards industry itself – theirs would be the only initiative that could provide research and statistics about the awards sector.

So Caroline and her two partners approached Wenta for some advice about setting up a web-based business. They met with Business Advisor Michael Martin, who soon identified that they needed help in the area of marketing. Caroline says "Michael made us get real. We are experts in our field of quality processes and excellence, and he recognised that. We are not as knowledgeable about promoting ourselves, and he really challenged us there and pointed us in the right direction. We have now launched our site, and I am very glad we took some advice along the way".

You might be wondering why you should consider entering for an award? In fact, there are several very compelling reasons. Winning an award, or even being placed in the top runners, can act as a valuable accreditation that may encourage potential customers to view your business in a positive way. Simply entering awards can provide the opportunity to recognise your employees for a job well done. Winning an award tends to generate a sense of pride throughout a company. And awards are influential in raising standards – for example, customer service awards will make companies try harder to please their customers. The new service, which can be found at www.awardsfinder.com, aims to be a 'one stop shop' for the awards sector, is free to search and easy to use.

Whether you're about to start a business or have been trading for some time, Wenta can provide advice and support to small and medium businesses.

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*Caroline Buttery
Awards for
Excellence Ltd*

www.awardsfinder.com

Wenta

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