



GEORGE HAYWARD AWARD 2021 THE IUCAB COMMERCIAL AGENT OF THE YEAR

Application deadline: 12th March 2021

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?

How many principals are currently represented by the Agency?

Commission earned in € according following margins:

	50.000 - 100.000	100.000 - 400.000	> 400.000
2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2019	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2020	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Market position of the Agency:

Growth strategy of the Agency:

Key success factors of the Agency:

Description of the brand portfolio represented by the Agency:

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

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

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

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

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

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