



# BREAKTHROUGH

Businesses greater than 15 FTEs

*Visy*

## Export Award

**Aim:** To recognise a business that has demonstrated innovation, planning and implementation excellence, leading to successful ongoing exports into international and/or domestic markets.

**Questions** (500 words maximum per question)

1. Provide an overview of your current international and/or domestic markets and the approach that you have taken to access these markets. Please list your level of export sales revenue as a proportion of total sales revenue.
2. Describe the strategies that you have adopted to promote, enhance and sustain awareness of your brand in international and/or domestic markets.
3. Describe your competitive position in export and how you intend to maintain and improve upon this competitive positioning.