



ASAP Awards 2024
Thursday June 6th, 6-11pm
Wilton's Music Hall, 1 Graces Alley London E1 8JB

Innovative Expansion Achievement Award

The Innovative Expansion Achievement Award criteria encompass several key aspects of evaluating a company's expansion efforts. Judges will be evaluating submissions across five key criteria.

Expansion Strategy and Execution assesses the effectiveness and alignment of the expansion strategy with the company's vision and goals, considering planning, execution, and success within specified timelines and budgets.

Property Portfolio Growth examines the significant increase in the number of apartments/buildings and the geographical scope of expansion, including entering new cities, regions, or countries and managing associated risks and challenges.

Market Penetration and Competitiveness evaluates how expansion strengthens market share, entry strategies into new markets, and adaptation to local market conditions.

Customer Acquisition and Retention assesses the impact of growth on customer satisfaction and brand loyalty, considering acquisition and retention strategies amidst competition and adaptability to customer trends.

Strategic Partnerships and Collaborations scrutinize alliances contributing to expansion success and strengthening the company's position in the market.

These criteria collectively aim to recognise companies achieving strategic growth and development while maintaining competitiveness and customer satisfaction.