**Entry Form 2024**

* This is an editable Word document. To answer the questions please click in the box and start typing your answers.
* We would recommend you save your work at regular intervals.
* Please note all blue boxes are to be left blank as these are to be used by the Judging team only.
* Once ready to submit please save your final version with your business name, hyphen industry category as the title of your document and save it as a **Word** document e.g. PomPom-Professional and Business Services, or Technology.doc.
* For further guidance on completing your entry please see the Entry Guidelines.

**Section One: YOUR BUSINESS**

*The purpose of this section is to give the Judges a snapshot of your business and to help them understand the context of your entry submission.*

*Note: this section will not be scored but provides key details for the Awards Management team and the Judges.*

|  |
| --- |
| **Business Name** |
| Type Your Answer Here. |
| **Industry category entered (compulsory)** |
| Type Your Answer Here. |
| **Sub-category entered (not compulsory)** |
| Type Your Answer Here. |
| **Contact person’s name** |
| Type Your Answer Here. |
| **Business website** |
| Type Your Answer Here. |
| **Business Social handles** |
| Type Your Answer Here. |
| **Email address** |
| Type Your Answer Here. |
| **Contact phone number** |
| Type Your Answer Here. |
| **Physical Address** |
| Type Your Answer Here. |
| **What does your business do?**   * *What sector are you in?* * *What markets do you serve?* * *Tell us about the product or services you provide.* |
| Type Your Answer Here. |
| **When did you start trading?** |
| Type Your Answer Here. |
| **Current staff levels?** |
|
| Type Your Answer Here. |
| **Are there any significant challenges your business has faced in the past 24 months?**  *Every business must deal with factors out of its control. They could be external factors, competitors, or internal or operational issues.* |
| Type Your Answer Here. |
| **What makes your business special or different?**  *What do you do that gives you an advantage or enables you to deliver a better product or service in your market?* |
| Type Your Answer Here. |

**Section Two: BUSINESS EXCELLENCE AND INNOVATION**

*The Judges are looking for successes and achievements that your business has accomplished. They want to understand your business strategy, operations, and approach to customers and the market.*

*The following criteria are relevant to all stages of judging: shortlisting, written entries, and finalist presentation. Each criterion requires a compelling, fully evidenced description.*

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| **1. Why should your business be considered one of the top businesses in the Kāpiti and Horowhenua region this year.**  *Provide an overview of the key achievements you’re most proud of and that demonstrate business excellence and/or innovation. These could be both external and internal.* | 400 words  10% weighting |
| Type Your Answer Here. | Score: |
|  | |
| **2. Business strategy**  *Tell us what* ***major areas*** *you focused on to make your business successful.*   * *Explain why you set them as a priority* * *Specifically, what you did* * *How that improved your business* * *Be as specific as you can about the steps and outcomes.* | 400 words  10% weighting |
| Type Your Answer Here. | Score: |
|  |  |
| **3. Goals and objectives**   * *What challenges did the business face that needed addressing?* * *What specific goals and objectives did you set for yourself and your business/company in 2023?* * *Why were they important to you?* * *How is the business going to measure those goals?* | 400 words  10% weighting |
| Type Your Answer here. | Score: |
|  |  |
| **4. Implementation**   * *What major steps or initiatives did your business take to deliver against your goals and business strategy?* * *What was smart or special about how you implemented them?* * *How did it make a difference for your business?* * *Show evidence that those initiatives were successful or grew your business.* |  |
| 400 words  10% weighting |
| Type Your Answer Here. | Score: |
|  |  |
| **5. Staff engagement**   * *What did you do to grow, motivate, and ensure your team was productive and engaged in the business?* | 400 words  10% weighting |
| Type Your Answer Here. | Score: |
|  |  |
| **6. Customer satisfaction**   * *What initiatives did you undertake to improve delivery or performance for customers, clients, or consumers?* * *Provide some specific examples of what was done.* | 400 words  10% weighting |
| Type Your Answer Here. | Score: |
|  |  |
| **7. Innovation and creativity**  *By innovation, we mean something creative or different from what other businesses in the sector have been doing.*  *It could mean launching a new and improved product or service.*  *Making an existing process more* *efficient.*  *Solving a current business problem.*   * *Can you provide an example of an idea or new practice that you introduced to the business that was an innovation?*   page4image1734694992 | 450 words  20% weighting |
| Type Your Answer Here. | Score: |
|  |  |
| **8a. Financial numbers**  *Growth and success. What were your revenue and profit YOY?*  *Complete the table below.* | 10% weighting |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | EFY 20 | EFY 21 | EFY 22 | EFY 23 | EFY 24 | | **Total revenue ($)** |  |  |  |  |  | | **Gross Profit (GP $)** |  |  |  |  |  | | **Net Profit (EBIT $)** |  |  |  |  |  | | |
| **8b. Impacts and benefits**  **(Please note: 8a and 8b must both be answered to be eligible for full allocation of points)**   * *What other benefits has the business seen in relation to the goals and objectives. Were there any additional unforeseen benefits?* | 400 words |
| Type Your Answer here. | Score: |
|  |  |
| **9. Sustainability**   * *What initiatives or innovations has the business introduced to reduce your carbon footprint or encourage more and better sustainability.* | 400 words  10% weighting |
| Type Your Answer here. | Score: |
|  | Total Score: |

Please note: MAXIMUM OF 3,650 WORDS

**Industry Judge Comment:**

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| Judge to complete |

**Main Judge’s Comments:**

**1. Why should your business be considered one of the top businesses in the Kāpiti and Horowhenua region this year.**

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| Judge to complete |

**2. Business strategy**

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| Judge to complete |

**3. Goals and objectives**

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| Judge to complete |

**4. Implementation**

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| Judge to complete |

**5. Staff engagement**

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| --- |
| Judge to complete |

**6. Customer satisfaction**

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| Judge to complete |

**7. Innovation and creativity**

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| --- |
| Judge to complete |

**8. Impacts and benefits**

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| --- |
| Judge to complete |

**9. Sustainability**

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| --- |
| Judge to complete |