



Welcome to the Indian Newslink Indian Business Awards 2011

Indian Newslink, the popular English language fortnightly, known as the Voice of the Indian community in New Zealand launched the Indian Newslink Indian Business Awards in 2008 to recognise and reward business successes in New Zealand. In 2009 and 2010, the IBA expanded to include new categories and a record number of excellent companies entered. Again for 2011, an experienced panel of judges, independent of the newspaper, will evaluate the qualifying entries and decide the winners in each category, and the overall winner for the Supreme Business of the Year Award.

Changes for the 2011 awards include combining the Small and Medium Sized Business categories into a single SME category, and the addition of a Property Developer Category and an Agriculture & Horticulture Category.

The finalists and winners will be announced at a gala black tie dinner to be held in November 2011 at Sky City, Auckland, the details of which will be announced in due course.

Please download the entry form, rules and regulations, choose up to three categories, complete the entry requirements on your computer, save a copy, and email your entries to IBA2011@ignitionpartner.com on or before Wednesday August 31, 2011. Please do not fax, mail or courier the form.

Entries for all categories are open to businesses owned, managed or operated by people of Indian origin in New Zealand, however the Best Exporter to India category is open to all New Zealand businesses exporting goods or services to India.

All companies entering must complete a single Entry Form Part One, plus an additional Part Two form for each category entered. Downloadable forms and further information are available on the Indian Business Awards website www.inliba.co.nz. Should you have any queries with this form, please contact the Editor at Indian Newslink on (09) 5336377 or email editor@indiannewslink.co.nz or the Business Awards Coordinator Manish Tanna at manish@vmindurbiz.com

Award Categories (Maximum of 3 from 10 categories)

- 1. Business Excellence in Restaurant Trade**
- 2. Business Excellence in Retail**
- 3. Business Excellence in Innovation**
- 4. Business Excellence in Marketing**
- 5. Business Excellence in Customer Service (revised)**
- 6. Business Excellence in Property Development (new)**
- 7. Business Excellence in Agriculture and Horticulture (new)**
- 8. Best SME (Small or Medium Sized Enterprise) Business (combined)**
- 9. Best Large Business**
- 10. Business Excellence in Export to India (Open to all New Zealand businesses)**

Additional Categories

In addition to the above categories, entries may be submitted for these categories:

11. Best Young Entrepreneur of the Year
12. Best Businesswoman of the Year

Supreme Business of the Year (All entries will be entered for this category)

Our Panel of Judges

Chad Wilkie, Executive Director, Ignition Partner Limited (Chairman)
Nevil Gibson, Editor-in-Chief, The National Business Review
Steve Corbett, Chief Executive, e-Centre Ltd, Massey University
Tony Bacon, Sector and Partner Manager, Vodafone NZ
Tim Livingstone, Senior Partner, UHY Haines Norton, Chartered Accountants
Clair McGowan, Managing Director, Commercialisation Advisers Ltd
Chip Dawson, Managing Director, International Business Management Ltd
David Hawkins, Associate Professor, Unitec School of Design
Peter Bradley, Consultant, Qatalyst
Ray Knight, Director, SPI Capital

Requirements and General Rules

1. Conditions of Entry

- a. Organisations and Businesses which are owned and/or managed by persons of Indian origin are eligible to enter for all categories, however the 'Business Excellence in Export to India' award is open to any New Zealand business exporting goods and services to India
- b. Such Organisations and Businesses must have been in operation for more than 12 months as at March 31st, 2011.
- c. Partners, owners, managers and employees of the organisations sponsoring the Indian Newslink Business Awards 2011 are not eligible to enter the competition
- d. All entries must be on this form, completed and filed electronically and sent to IBA2011@ignitionpartner.com before 5 p.m. on Wednesday August 31st, 2011. **Entries received after this date will not be considered.**
- e. Strict confidentiality of the contents of your entry will be maintained by the independent judges, but no liability is accepted for any loss or damage suffered through entry in this business awards competition.
- f. Please use a type font size of no less than 10 points. The word limits in the entry are to be observed. Supplementary information is not required and will not be taken into account.
- g. The decision of the judges will be final and no correspondence will be entertained in this regard.

2. Entry Process

- a. Complete Part One just once, and in addition complete a separate Part Two of this form for each category entered. So, if you are entering 3 categories, there will be 1 Part one and 3 Part Twos.

- b. Categories – you may enter up to three categories by ticking the boxes and all finalists will be automatically entered for the Supreme Award. In addition to the three categories chosen, you may also enter a member of your business for the Young Entrepreneur and/or Best Businesswoman categories.
- c. Completed forms including Part One and all Part Two categories entered must be emailed to IBA2011@ignitionpartner.com by email on or before Wednesday 31 August 2011.
- d. Should you require further assistance with the awards process, please contact the Editor, Indian Newslink at editor@indiannewslink.co.nz or the Business Awards Coordinator Manish Tanna at manish@vmindurbiz.com.

3. IBA 2011 Timetable

- ❖ **1 March, 2011: IBA 2011 launched in Indian Newslink and at www.indiannewslink.co.nz and www.inliba.co.nz**
- ❖ May 2011: “How to complete a winning entry” **Workshop 1** for entrants
- ❖ June 2011: “How to complete a winning entry” **Workshop 2** for entrants
- ❖ July 2011: “How to complete a winning entry” **Workshop 3** for entrants (Please look out for updates in Indian Newslink and websites)
- ❖ **5.00 p.m. Wednesday August 31, 2011: Final date for completed entries to be filed**
- ❖ **November 2011: Gala Black Tie Dinner to announce Finalists and Winners and Presentation of Awards at Sky City, Auckland City;** further details will be published in Indian Newslink and websites.

4. Help and support

There will be opportunities for help with your entry:

- ❖ “How to complete a winning entry” Workshops are planned for May, June and July in Auckland City. At each workshop, we will go over the entry form question by question, outlining the judges’ expectations for each and providing tips on how to complete the form within the required limit. The workshops will be co-hosted by the Business Awards Coordinator and a member of the panel of judges. You will have an opportunity at the end of the workshop to network with fellow entrants.
- ❖ Business Mentors will also be available to assist you with your entry. Further details of this initiative will be available on the website.
- ❖ Business Awards Coordinator, Manish Tanna is available to discuss your entry with you and can be contacted at manish@vmindurbiz.com.

5. Tips for getting started

- a. Entering the Awards is much simpler than you think. You’ll have all the basic business information required already available. Keeping the entry brief and to the point will help the Judges give your entry a good mark
- b. Read the entry form a few times to familiarise yourself with the process and the entry questions.
- c. A proven success strategy is to form a Business Awards team – you’ll be surprised how motivating it is for your staff.
- d. Get your accountant, personal bank manager, a mentor or friend involved as a sounding board.
- e. Allocate time to complete your entry. Book out regular time slots in your diary now (3-4 one hour sessions and a longer session to ‘write up’ your entry should do it). Allow time for proof reading too.

- f. Make sure that you have the information you need at hand each time you sit down to work on your entry.
- g. The entry is in two parts Part One includes general questions about your business. Part Two is for the category-specific questions. There is a word limit for each question so use space wisely. Choose a few important relevant points rather than lots of irrelevant information.
- h. Ask someone from outside your organisation to review your entry – they will be able to provide an independent view.
- i. The judges weigh their marks for the questions according to the breakdown as follows. Use this as a guide to answer the questions:

Questions	Weighting %
About Your Business	5
Business Performance	25
Business Results	20
Part Two - Specialist Category	50
Total	100

Entry Form Part 1

(Counts for 50% of your marks, all companies to complete only once)

Contact Details

Name	
Position	
Organisation	
Physical Address	
Postal Address	
Email	
Telephone	
Fax	
Declaration	
I confirm that I am not aware of any issues* which would compromise the integrity of the Indian Business Awards 2011.	
Signature _____	
Name: _____	
*In signing their entry, applicants confirm that there are no issues that may compromise the integrity of the awards. These issues may include past, pending or anticipated actions involving directors and or shareholders or the company which have resulted, or would result, in the company's insolvency, or conviction for a serious offence.	

Please choose the Award Categories to enter.

Enter up to three categories – See Part 2 for description and indicate by entering “X” in the categories you wish to enter

	1	Business Excellence in Restaurant Trade
	2	Business Excellence in Retail
	3	Business Excellence in Innovation
	4	Business Excellence in Marketing
	5	Business Excellence in Customer Service
	6	Business Excellence in Property Development
	7	Business Excellence in Agriculture and Horticulture
	8	Best SME (Small or Medium Sized Enterprise) Business
	9	Best Large Business
	10	Business Excellence in Export to India (Open to all New Zealand businesses)
	11	Best Young Entrepreneur
	12	Best Businesswoman
X		Supreme Business of the Year

} Any 3 from 1 to 10

1. About your business (150 words)

This question is worth 5% of your final mark

Describe what your organisation does, the business model adopted and your key successes.

Judges Tip: Your business model refers to the way in which you earn your revenue. Describe whether you are a service provider, a reseller, a distributor, a manufacturer, a designer and developer, or do you combine these activities? What are some of the milestones that shaped your organisation's success, such as new product designs, key sales contracts, production or revenue targets achieved, staff numbers, business awards.

Please type details here (150 words):

2. Business Performance (500 words)

This question is worth 25% of your final mark.

- Outline the vision, goals and strategies for your organisation. Describe how successfully these have been implemented.
- How does your organisation develop, produce, sell and deliver products and services to your customers?
- Describe your target market and outline how your products and services meet your customers' needs.
- Outline the role of the leader and management team in your organisation, the approach to enable staff to perform at their best, and the means of governance and risk management.
- How does your organisation measure and monitor financial, customer, human resource and business results?

Judges Tip: *What are you aiming for, how do you plan to get there, and what progress has been made in the last three years? Include successes with products and services, sales and marketing achievements, development of the management team and staff, and strategies to improve financial results, and systems for monitoring and managing performance. The judges will be interested in strategies you have adopted to overcome the economic downturn. Give examples.*

Please type details here (500 words):

3. Business Results

This question is worth 20% of your final mark
(Please use numerical statistics, not narrative)

	2009	2010	2011 (estimate if accounts not finalised)
Financial			
Gross revenue or sales			
Net surplus after expenses and before interest and tax (EBIT)			
Debt-equity ratio*			
People & Staffing			
Full time equivalent (FTE) staff numbers			
Staff turnover % *			
Health and Safety record*			
Sales & Marketing			
Average sale per customer*			
Customer survey approval rating*			
Market share*			
Product & Services			
Gross margin %			
Ratio of overheads to gross revenue*			
Innovation index*			

* Please substitute a more appropriate measurement if you wish.

- ❖ Please estimate if financial accounts are not finalised.
- ❖ In order to make entering the IBA simpler, we have prepared a matrix with suggested result areas for you to fill in. What we are looking for is evidence of systematic tracking of key result areas, and evidence of improved results year on year. You may omit or change result measures if you have different result areas that you track.
- ❖ The **Financial** measures are straightforward – turnover or sales measured in \$000, gross margin percentages (gross margin is calculated as the gross profit after cost of goods and services sold divided

by sales, multiplied by 100), earnings before interest and income tax (EBIT). All figures should be exclusive of GST.

- ❖ **People and Staffing** indicators can include the number of full time equivalent staff (FTE's) each year, staff turnover measured as the number of new hires each year compared to year end staff numbers, health and safety record such as accident statistics and/or training courses provided.
- ❖ **Sales and Marketing** measures can include sales statistics, market share statistics, or customer survey responses, for example the percentage of positive responses, or customer complaints tracking – the absolute number of complaints, or the percentage of timely complaint resolutions.
- ❖ **Product and Services** efficiency measures can include Gross Margin %, overhead expenses as a proportion of gross revenue, productivity statistics (proportion of time charged by staff), reductions in rework or waste materials, percentage of jobs completed on time, or goods delivered on time. The innovation index measures the proportion of each year's sales revenue which results from new products or services introduced in the last three years.

Entry Form Part Two

Enter up to three categories. In addition to the three categories chosen, you may also enter a member of your business for the Young Entrepreneur and/or Best Businesswoman categories.

Business Excellence in Restaurant Trade Award (750 words)

This award recognises a successful restaurant business which exceeds customer expectations. The judges seek to understand that business' competitive advantage and consider evidence of how that has enabled the business to be profitable.

- Describe your restaurant's product and service advantage and provide examples.
- Outline your plans to attract more customers and grow your restaurant business.
- What are the critical success factors that make your business a standout restaurant business?

Business Excellence in Retail Award (750 words)

This award recognises a successful retail business which exceeds customer expectations. The judges seek to understand that business' competitive advantage and consider evidence of how that has enabled the business to be profitable.

- Describe your retail business's product and service advantage and provide examples.
- Outline your plans to attract more customers and grow your retail business.
- What are the critical success factors that make your business a standout retailer?

Business Excellence in Innovation Award (750 words)

This award recognises a business with an innovation culture which leads to improved business performance. The judges are looking for evidence of systems which capture innovative ideas resulting in improved processes, products and services for customers.

- Explain how you encourage an innovation culture within your business.
- Describe the innovation project selection and management systems in your business.
- Describe how innovation has impacted on your business's performance and the benefits to your customers – what is your innovation index?

Business Excellence in Marketing Award (750 words)

This award recognises a business that shows a commitment to marketing and demonstrates an understanding of the need for accurate market information, effective sales processes, and the importance of establishing brand credibility.

- Describe your target market and provide evidence of market size and market share.
- Provide evidence of marketing effectiveness and sales growth.
- Describe how your organisation builds its brand with the aim of acquiring new customers, retaining existing customers and developing new market opportunities.

Business Excellence in Customer Service Award (750 words)

This award recognises businesses that provide consistent high quality service to customers. The judges are looking for evidence of strategies, policies, and staff training which emphasise the

importance of superb customer service. All service related companies can enter, including professional services, retail, tourism and hospitality businesses.

- Show evidence of your market understanding in developing and delivering an outstanding product and service experience for customers.
- What strategies has your business adopted to ensure that all staff is able to provide superior service to customers?
- What are the key indicators of good customer service performance in your business and how do you measure and monitor them?

Business Excellence in Property Development Award (750 words)

This award recognises a successful business which takes financial risk in the purchase, construction, marketing and selling of real property, both residential and commercial. (This award is not intended to include businesses which are involved only in construction, or only in rental activities, or only in real estate sales.) The judges seek to understand that business' competitive advantage and consider evidence on how that has enabled the business to be profitable.

- Outline your strategic product and market focus, and the drivers for successful project completion and sales.
- Outline the importance in the property development process of feasibility studies and the role of the development team.
- What are the critical success factors that make your business an outstanding and profitable property developer?

Business Excellence in Agriculture and Horticulture Award (750 words)

This award recognises a successful farming business which generates its revenue from raising and breeding domestic animals, or from cultivation of plants. The judges seek to understand that business' competitive advantage and consider evidence on how that has enabled the business to be profitable.

- Outline the strategic aims for the future of your business, taking into account market trends, investment in the development of employees, and the impact upon the environment and the community.
- Describe the use of innovation, technology and business practices in your business that maximise productivity and profitability.
- What are the critical success factors that make your business an outstanding farming business and how do you measure and monitor them?

Best SME Business Award (750 words)

This award recognises a successful SME business which exceeds customer expectations. The judges seek to understand that business' unique competitive advantage and consider evidence on how that has enabled the business to be profitable. A Small to Medium sized business is classified as having up to 25 Full Time Employees (FTEs).

- Describe your business's competitive advantage and provide examples.
- Outline your strategies and actions for innovation and growth.
- What are the key performance indicators for your business and how do you measure and monitor them?

Best Large Business Award (750 words)

This award recognises a successful large business which exceeds customer expectations. The judges seek to understand that business' unique competitive advantage and consider evidence on how that has enabled the business to be profitable. A large business is classified as having more than 25 Full Time Employees (FTEs).

- Describe your business's competitive advantage and provide examples.
- Outline your strategies and actions for innovation and growth.
- What are the key performance indicators for your business and how do you measure and monitor them?

Business Excellence in Export to India Award (750 words)

This award recognises a business that successfully captures the benefits of the global market demonstrating outstanding export achievements, sustainable growth and results. The judges are looking for evidence demonstrating export growth in volume and as a proportion of business revenue.

- Describe the extent to which export performance objectives have been achieved or exceeded over the last three years and outline foreign exchange earnings growth each year for the last three years.
- Outline export marketing and customer strategies, product and service development, production and operational aspects of your business that makes the business a standout exporter.
- Describe the unique exporting obstacles, risks and challenges that you have faced, and how have you overcome them?

Best Young Entrepreneur of the Year Award (750 words)

This award recognises an outstanding young man or woman aged 35 or under on 31 March 2011 who has had a significant impact on the success of a business.

- Outline the position held in the organisation and describe how you/this person has made an outstanding and sustained contribution to the business.
- Give examples of how you/ this person has contributed to an improvement in the organisations performance, and has adapted to the changing business environment and demands.
- Describe how you/this person has shown an innovative approach to the organisation, and has won the respect of management, peers and subordinates.

Best Businesswoman of the Year Award (750 words)

This award recognises an outstanding woman who has had a significant impact on the success of a business.

- Outline the position held in the organisation and describe how you/this person has made an outstanding and sustained contribution to the business.
- Give examples of how you/ this person has contributed to an improvement in the organisations performance, and has adapted to the changing business environment and demands.
- Describe how you/this person has shown an innovative approach to the organisation, and has won the respect of management, peers and subordinates.

Supreme Business of the Year - The judges will choose from the finalists in the above-mentioned categories. A separate entry is not required.