



Award 13. University of Canterbury Business School Champion Emerging Business

Category description:

The University of Canterbury Business School Champion Emerging Business Award recognises emerging businesses that have demonstrated strategic growth, with an astute insight of the market they operate in, exhibiting entrepreneurial spirit as well as the solid foundations for sustainable success.

Who should enter:

New businesses that have been in operation for three years or less, that have achieved significant growth as a result of effective business practices and delivery.

QUESTIONS

Question 1: THE PLAN

Identifying opportunities and setting goals is the first step in creating success. What opportunities did you identify to achieve consistent growth and improve your emerging business? (Word count: Maximum 400)

Things to consider:

- Tell us what you planned to do in order to make your business stand out in the marketplace.
- What challenges or barriers had you identified that needed addressing?
- Outline the specific goals you set and the strategies you created to achieve them.
- Did the pandemic impact your plan? If so, how did your plan evolve?

Question 2: THE ACTION

Growth happens when strategic planning is transformed into action. What have you done to secure and maintain your market growth? (Word count: Maximum 500)

Things to consider:

- Tell us about the execution of your strategies.
- What challenges did you experience along the way?
- How was your team involved in the roll out of your strategies?
- In what ways did you show effective leadership and management?



Question 3: **PERFORMANCE**

Business growth is the result of strong performance. What measurable outcomes have you achieved that have contributed to significant growth? (Word count: Maximum 500)

Things to consider:

- Outline the business growth that you have experienced.
- Tell us about the markets in which you improved your share.
- How have you innovated and improved operations to be outstanding in your field?
- Share feedback you have had, and any rewards and recognition that you have received.

Question 4: **YOUR BUSINESS IMPACT**

What positive social and environmental impact has your business had? (Word count: Maximum 400 words)

Things to consider:

- Staff wellbeing, sustainability, social responsibility activities and actions which demonstrate value and impact.

Question 5: **SUPPORTING INFORMATION**

What else would you like to share with us to support your entry? (Word count: Maximum 200 words)

SCORING

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