



## Award 6. Ministry Foreign Affairs and Trade Champion Established Exporter

### Category description:

The Ministry of Foreign Affairs and Trade Champion Established Exporter Award recognises businesses that are successful on the international stage, and who also play an active role in the development and advocacy of the export community in Canterbury and New Zealand. These businesses show continued growth in chosen markets, invest in product development through R&D and have sustainable supply chains.

This category recognises success by net return to the New Zealand economy for established businesses, with five years or more in export markets or, as a guide, will likely have annual revenue above \$10 million.

### Who should enter:

To enter this category, you must have an annual export turnover of \$10million plus and be exporting, dealing in foreign trade or earning foreign currency.

*\*Our Export Categories (Awards 5 and 6) are supported by New Zealand Trade and Enterprise and ExportNZ Canterbury who have collaborated to align their regional and national awards programmes.*

*Finalists in the Emerging and Established Export Categories will be shortlisted alongside the New Zealand International Business Awards (NZIBA), New Zealand's premier business awards programme celebrating export success and international capability amongst New Zealand businesses.*

*The Export questions have been written by NZTE for consistency across all export awards regionally. The questions also have a separate judging criteria to other WCBA questions.*

*Question One: Leadership and Planning*

*Question Two: Market and Customer Focus*

*Question Three: Differentiation and Business Model Selection*

*Question Four: Results*

### Question one: Leadership and Planning

This section examines how effectively your leadership team guides your business to achieve international goals.

This includes how the leaders:

- set direction and communicate effectively,
- plan and develop objectives and targets for international business.

#### Q1.1 Describe your international business planning process. (500 words)

##### TIPS

Consider your key objectives and the related targets. How do leaders, directors and/or stakeholders in your business set direction, objectives and targets for international business? How are these targets and plans communicated, both internally and externally? You may wish to include the impact of COVID and your response.

##### 'EXCELLENT' LOOKS LIKE

- A detailed and systematic planning process is evident.
- The overall direction and all-important goals are established and communicated. Targets and objectives for international business are set across a range of metrics.
- Actual performance against targets is regularly monitored, and actions are taken as a result.

#### Q1.2 How have you developed/supported your staff and business partners to succeed in international business? (500 words)

##### TIPS

Some areas you may wish to include are:

- training and development
- mentoring
- relocation/secondment
- recruitment and retention
- COVID response.

##### 'EXCELLENT' LOOKS LIKE

The business can demonstrate significant, ongoing development and support of staff to equip them with the skills and capabilities required to succeed in international markets.

#### Q1.3 Supplementary SWOT Analysis (optional)

All General category applications have the option to complete a SWOT analysis to support the application. If you decide to complete an analysis then summarise your strengths, weaknesses, opportunities and threats from both an internal perspective, and from that of your customers.

##### TIPS

- Don't overdo it, bullet points are ok.

## Question Two: Market and Customer Focus

This section examines how, in relation to your international business, you:

- identify markets, customer groups and market segments
- listen and learn to determine customer requirements
- assess customer satisfaction of your products and/or services.

**Q2.1 Which international market(s) are you doing business in, and how did you make the decision to target these markets? (500 words)**

### TIPS

Describe the factors that led to your decision to target these markets.

### 'EXCELLENT' LOOKS LIKE

There is clear evidence of significant evaluation and assessment of the most appropriate markets to target overseas, through a clear and logical planning process.

**Q2.2 Within the international markets you target (as referenced in Q2.1), which market segments or types of customers do you focus on? (500 words)**

### TIPS

Consider why you focus on these market segments or types of customers.

### 'EXCELLENT' LOOKS LIKE

- There has been detailed evaluation of segments and types of customers in international markets.
- Clear thought has gone into which segments to target. The needs and requirements of each segment are clearly understood.

## Question Three: Differentiation and Business Model Selection

This section examines how you have:

- reviewed and assessed alternative models and approaches to international business, and made the most appropriate choice for your business.
- monitored the ongoing performance of your products and/or services in international markets.

**Q3.1 Which business model do you utilise for your international business, and what factors determined that decision? (500 words)**

### TIPS

Business models can include using independent agents or distributors, establishing wholly owned overseas subsidiaries, working with affiliated or partner organisations, and so on. Explain why you chose your business model. What are the main benefits? How has this evolved?

### **‘EXCELLENT’ LOOKS LIKE**

- There’s evidence that a range of different business models have been carefully evaluated, in detail.
- There’s a clear rationale for the approach or business model chosen.

Q3.2 How do you monitor the ongoing performance of your products and/or services in international markets, and how often is monitoring undertaken? (500 words)

### **TIPS**

Think about the criteria you use to monitor performance – these might include factors such as sales volumes, market share, business-partner feedback, customer feedback, PR activity, average selling prices, margins, and so on.

### **‘EXCELLENT’ LOOKS LIKE**

- Monitoring of performance is regular and systematic.
- Several performance criteria are used and regularly monitored.
- The results of performance monitoring are incorporated into tactical/strategic business decisions.

### **Question Four: Results**

This section examines data and information to provide evidence of performance, through business results, outputs and outcomes.

Q4.1 Please summarise the success your organisation has had in international markets over the past year, across the following areas:

- a) International revenue.
- b) International revenue as a proportion of total revenue (the international markets in which you are conducting business and how this has grown).
- c) Other factors that demonstrate your success in international markets (for example: market share in individual markets, growth in number of international customers, international customer satisfaction). (500 words)

### **‘EXCELLENT’ LOOKS LIKE**

There’s clear evidence of strong international success, shown by international revenue growth (overall and as a proportion of total revenue) and by other factors such as market share, growth in customer numbers, customer satisfaction, and so on.



Q4.2 Please summarise the impact that international business has had both on your company and on the New Zealand economy over the past three years, across the following four areas:

- a) Jobs created as a result of your international business.
- b) Total investments made to support your international business.
- c) Profitability over the past three years.
- d) Further benefits to other New Zealand companies or institutions as a result of your international business. (500 words)

#### **'EXCELLENT' LOOKS LIKE**

There's clear evidence of significant, ongoing positive impact for New Zealand's economy as a direct result of international business, over a range of metrics including job creation, investment, profitability, and so on.