2025 Categories and questions

OVERVIEW **– must be completed by all entrants**.

Question 1: Provide a 150-word Bio of your Business.

Question 2: Provide a brief history of your business.

Question 3: Describe what makes your business unique to the market, and how you stand out from competitors (competitive edge)

Question 4: Describe what makes your business excellent & why you believe that your business should be an award winner.

Question 5: Provide a summary of some key business achievements and/or results over the past 2 years.

Question 6: Explain how your business benefits Great Lake Taupō

STRATEGY AND PLANNING (Compulsory for all entrants)



Sponsored by Strettons

*An organisation’s process of defining its direction and long-term goals, creating specific plans to achieve them, implementing those plans, and evaluating the results.*

Question 1: Describe the financial and operational reporting systems of the business - For example with reference to what data is collated, frequency of reporting and how the information is used in the management of the business (does it relate to the KPIs)? Graphics and text can be used.

Question 2: Describe the Key Performance Indicators (KPIs) / key measures specific to the business.

Question 3: Describe your business strategy and how you implement this in your day-to-day business.

Question 4: Describe your goals and plans for your business.

**FINANCIAL TEMPLATE**

All entrants are required to upload a financial statement from their external accountant. Please use the following template below.

**PLEASE SENT THIS TO YOUR ACCOUNTANT AS AN EXAMPLE OF WHAT IS REQUIRED**

*Letterhead from accountant or practice signing the letter with Date*

*Addressed to: Awards Convenor Taupo Business Chamber PO Box 2377 Taupo 3351*

*To whom it may concern:*

*ENTRY OF {insert relevant business name} to the UNISON GREAT LAKE TAUPO BUSINESS AWARDS 2025. As the external accounting advisors to this business, we can confirm that based on the most recent full set of annual accounts for {insert business name}, we believe that this business has a sound financial basis and is a genuine going concern. On the basis of the information supplied to us, we can report that the current financial status of {insert business name} is such that we expect this business to continue operating over the next twelve months and beyond.*

*Yours faithfully, {signature required}*

*{insert accountant name and contact details} NOTE: This statement is based on information supplied to this accounting practice by the entrant and is not to be taken as amounting to a warranty or representation of fact by this organisation or its employees.*

**THIS STATEMENT IS COMPULSORY - PLEASE SCAN YOUR ACCOUNTANT LETTER AND UPLOAD AS A JPG OR PDF WITH YOUR ENTRY SUBMISSION**

**THIS MUST BE COMPLETED BY YOUR EXTERNAL ACCOUNTANT**