



Westpac  
New Zealand  
Franchise  
Awards 2021



# Franchise System of the Year - Retail & Hospitality

## Franchise System of the Year Retail & Hospitality

This award recognises a business that demonstrates excellence in its approach to developing, growing and running its franchise system.

This award is open to fixed location businesses which primarily serve/supply end customers in the business's own premises e.g. General Retail, Café, Food Retail, Health & Beauty, etc.

The winner of this award is eligible for selection as Westpac Supreme Franchise System of the Year.

### Eligibility criteria

To be eligible for this category, a business must have been trading as a franchise for a minimum 2 years (as at 1 April 2021) and complete the following business profile and category questions.

Entries should be about the excellence of your business, not the excellence of your product.

### Business profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many franchisees/ staff, when you started trading and franchising. The business profile must be one page or less.

### Category questions

Category questions responses must be of less than 3000 words in total (generally under 6 pages).

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. Who contributes to your success, how do you engage them and manage their expectations?
3. What are you doing to ensure long term sustainability and success of your business and franchise system?
4. Please provide information demonstrating your business performance:
  - Please include stakeholder feedback and/or performance metrics, in particular relating to your franchisees
  - Please also provide information on your financial performance for the past 2 - 3 years.

### Entry Notes:

- All entries must be in a minimum font size of 11
- Photos, graphs, tables and other visuals can be used within the entry as well as in an attachment that demonstrates your performance. This attachment is to be a maximum of 3 pages.