



Westpac  
New Zealand  
Franchise  
Awards 2021



# Franchisee of the Year - Retail & Hospitality

## Franchisee of the Year Retail & Hospitality

This award recognises a franchisee business that demonstrates excellence in its approach to growing and running its business.

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 Franchisee of the Year.

### Eligibility criteria

To be eligible for this category, a business must have been trading as a franchisee for a minimum of 1 year (as at 1 April 2021) with more than 2 full time employees, 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 staff, when you started trading as a franchisee. 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. How do you engage your team (if applicable) and customers to ensure their expectations are met?
3. Describe what you are doing to sustainably develop and grow your business
4. Please provide information demonstrating your business performance:
  - You may want to include customer, staff or other stakeholder feedback or performance metrics
  - Please also provide information on your financial performance for up to the past 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.