

“If you’re not sure about entering the Awards then ring me ...”

Cracked Pepper Café

It’s that time of the year when you as a business owner or manager should be taking a good look at your business and thinking about celebrating its innovation, excellence and achievement, by entering the 2008 Wanganui Business Awards.

“If you’re not sure about entering the Awards then ring me...” says Cracked Pepper Café’s owner Teresa Falk, recipient of the 2007 Meteor Print & Office Products Hospitality Award.

“For Cracked Pepper Café, entering the Awards was a great opportunity to add value to our business. It gave us the opportunity to review our achievements, examine how we operate and strengthen our procedures and systems,” says Teresa.

“While it may seem a little daunting at first, the entry process helps to create a working document which ensures I take the time to work on the business not just in it.”

“It’s not about size - you don’t have to be a large business. It’s about giving you some tools that will help you to see where your business is at. The benefits of entering last a lot longer than the Award process,” she says.

“My advice is to plan it out, give yourself plenty of time and work on one question at a time. Involve your staff, get advice and talk to people.”

“For us, one of the things that came from completing the entry process was a stronger sense of identity – What we do, who we are, who our market is, and why we do it.”

For Teresa, a winning business “has a good business structure, hard work and a desire to succeed. Becoming a category winner”, she adds, “has given us more opportunities and made the business busier.”

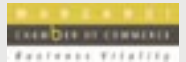
And her advice to those contemplating entering the Awards? “Go for it!” she says.

Entries for the 2008 ABN AMRO Craigs Wanganui Business Awards open June 5th with all entries remaining confidential to the independent judges appointed through Massey University. As for last year’s competition, all entrants will receive personalised feedback from the judges, plus acknowledgement at the Award Ceremony to be held November 1st.

Visit www.wanganuibusinessawards.co.nz or contact the Wanganui Chamber of Commerce on 345 0080 for further information.



2008 ABN AMRO Craigs Wanganui Business Awards



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