

DEC Pharmaceuticals

Global pharmaceutical manufacturer receives Waikato's respect and adoration

One of the biggest boons for DEC Pharmaceutical of winning the Supreme Award at the 2021 Waikato Business Awards supported by Foster Construction Group has been their enormously increased brand recognition and awareness. While the pharmaceutical manufacturer had an excellent reputation globally in its industry, around the Waikato it was reasonably unknown.

In late 2020, after refreshing the company's strategy, increasing brand awareness was identified as a vital factor for DEC Pharmaceutical to reach its full potential. They identified the Waikato Business Awards as an opportunity to build brand awareness among customers and prospective employees while also recognising the stellar work of their team.

"During the strategy with a new executive team, it was clear that they could see the excellence that had been achieved over so many years; although the wider team internally didn't realise to what extent they excelled, and the prospective customer was none the wiser. The Waikato Business Awards was the plan to give credit to the staff internally and build brand awareness for prospective customers and employees," said CEO Ryan Marra.

It was DEC Pharmaceutical's first time entering the awards, and the decision to put themselves forward was an incredible success, with DEC Pharmaceutical winning two categories - Service Excellence and International Trade, and being crowned the overall Supreme Winner.



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The opportunity to reflect on their achievements was invaluable to Ryan Marra and his team, allowing them to take a step back and evaluate their position and accomplishments.

“We were quite surprised by how much work goes into the application but found the reflection process rewarding, looking back and seeing what we’ve achieved. It can be challenging for a little Kiwi company to blow your own trumpet and put ourselves forward sometimes. We knew we were up against some pretty incredible companies leading their industries globally. I’m so proud of all our past and present employees who have contributed to winning these awards,” said Ryan.

DEC Pharmaceutical have seen immediate results since winning the Waikato Business Awards. The media exposure has included multiple articles and profiles written on the company, while social media posts congratulating them have been seen by thousands of people. This has resulted in a significant increase in interest by prospective employees and has seen DEC Pharmaceutical become a well-known brand in the Waikato business community.

“In terms of the two deliverables we wanted from the awards: great talent and brand awareness - we have people ringing us up when no role exists, and our pipeline of opportunities is overflowing. But most importantly, the team that achieved the result got the accolades they deserved,” said Ryan.

“For the Waikato Chamber of Commerce, success stories like DEC Pharmaceutical are the reason why we host the Waikato Business Awards,” Chamber CEO Don Good said.

“Learning more about the unsung heroes in our community, and giving them a platform to showcase their value proposition and incredible work, is the highlight of our calendar year.”

“That is why we strongly encourage every Waikato business to stand up, announce themselves to the community, and enter the awards. In doing so you join a long line of immensely successful Waikato businesses and gain real, tangible benefits such as valuable networking opportunities, access to experienced mentorship and increased brand awareness.”

Applications for the 2022 Waikato Business Awards are currently open with a closing date of 15th July at midday.

For more information on the Waikato Business Awards, including how to enter and what is required, please visit our website - <https://www.waikatochamber.co.nz/business-awards/>

