



# Focus on

# Te Puke

*by Mark Boyle*

## THE NEED FOR DIFFERENTIATION

Last week, The Te Puke Business Community received an update on PSA from representatives of Kiwifruit Vine Health. The seriousness of this problem on top of a slow economy hit home to the audience. It is clear that the Kiwifruit Industry will find solutions to work through the problem, but this will take time and in doing so it is probable that local business will be negatively impacted in the short to medium term.

This is a challenge that our local business community needs to meet head on. It is obvious that differentiation and the need to achieve excellence in product and service offerings are the critical components to build and sustain a competitive advantage.

Te Puke has many positive attributes that we can build on. The tapestry of the community is rich and deeply rooted. Te Puke and its immediate district has a wealth of primary and secondary industry. Te Puke is ideally located to the Port of Tauranga and has two significant land areas that have been approved for Industrial development. This has the potential to create jobs and additional income for the district.

The development of our town centre is now underway. The first step in building a new walkway through to Jubilee Park is well advanced. We can expect to see the upgrading of existing park facilities commencing next year and plans for commercial development progressing. We are already seeing an upside with a new building being constructed on Jellicoe Street.

The New Tauranga Eastern Motorway will open in approximately 5 years. This will result in heavy traffic diversion away from the town centre and the opportunity to create a new and positive feel for the town. This is an opportunity of giant proportions. Through the development of a SMART strategy we can help existing business improve and grow and we can also attract new and interesting retailers and service providers to set up in Te Puke. We are centrally located for the 'Entire Bay Of Plenty'. We are an easy driving distance to Tauranga, Whakatane and Rotorua. Te Puke can become a centre of excellence in the rich BOP.

Community Spirit in Te Puke is first class. Just read the Te Puke Times and week in, week out, you will see an amazing breadth of achievement. Inspiring our community to be part of new growth and development of Te Puke and its immediate district will need strong leadership. Equally critical, is encouraging our industry, sector and elected leaders to contribute to this differentiation.

Creating competitive advantage for Te Puke through differentiation is core to a SMART Strategy. You can expect to see Focus Te Puke driving this with passion and determination.

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# Te Puke Times

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