

WHAT DOES A GREAT ENTRY LOOK LIKE?

Every year we receive hundreds of entries in to the Retail Industry Awards, but some are more effective than others. Here are a few top tips for maximising your chances of success this year:

- If you believe you've done something innovative, new, creative, profitable, progressive or just downright brilliant – **you should enter**. Other than putting in a bit of time and effort, it's not going to cost you a penny – entries to the Retail Industry Awards are **FREE**.
- Read the criteria and **answer the questions**. The entry criteria for the category you are entering are important. Last year, several terrific entries failed to make the cut because they didn't fit the category they were entered into, or didn't fully fit the brief.
- When writing up your entry, remember that facts speak louder than words. Say what you have done, then **back it up with figures**. How did sales increase as a result of what you did? How did customer satisfaction improve? Then do the same with your next point, and so on. All the judges are sworn to confidentiality, so the more numbers, facts and objective proof you can provide to show the success of what you have been doing, the more likely you are to grab their attention.
- **Put it in context**. We want to know the background, the thinking behind what you did, the objectives, the process, the execution and the results.
- Tell us what you did that was new. We are looking for evidence of businesses and people that have found **new and better ways of getting things done**. Most of the categories at the Retail Industry Awards focus on achievements over a 12 month period. Flag up things you did over the past year that were new, and tell us about things you did that were different to what your competitors were doing. **What makes you stand out from the crowd?**
- Tell us about the **commercial realities**. What happened to sales and profits? What was the return on investment? In the individual categories, what did that person do that contributed to the success of the business, and how was it measured?

You're looking to enter this year's Retail Industry Awards, but want to know what does a great entry really look like?

Firstly, make sure you explain each part of your process.

- What did you do?
- How did you do it?
- What were the results?

What did you do?

You realised your store does its best during lunchtimes, with many people flocking the store in the lunchtime rush for food options to take away. There's not much more than sandwiches on offer, so you decide to create some different lunchtime solutions.

How did you do it?

Sourced from the local bakery, you decide to install a hot food counter, where hot wraps and pasties are now available. You also create some different meal deal options for customers to grab easily. You decide to install a table and chairs for those customers to eat their lunch when on the move.

What were the results?

With better lunchtime options and different meal deals now available, and a place for customers to sit and eat them, resulting in more choosing to purchase their lunch with increased footfall in store and extra sales. In hot food to go profits increased from Y to Z.

Obviously, this is just a brief example; we would advise that you include as much information as you can to support your entry.

What Next?

Back it up with **photos** – a picture paints a thousand words!

We want to see this new hot food counter looks like, where it's situated in the store, a photo of your new seating area etc. Photos of anything exciting you have mentioned will always help to illustrate your entry better to the judges.



Other Things to Consider

- Customer testimonials - A perfect way to see directly how you customers view your store
- Promotional leaflets – If you have mentioned these in your entry, don't forget to send us a copy
- Awards your store has won – If you have any awards, regional or national, we want to hear about them!
- And lastly, any other supporting material you feel would strengthen your entry

If you have any questions regarding your entry, please contact kim.reddick@emap.com