**Retailer of the Year Award***(Please note that all applications forms need to be uploaded to the IW Chamber Awards website along with supporting documents. Emailed or posted forms will not be accepted)*  
This award recognises a business in the retail sector with exceptional success. Judges will be looking for strong financial performance, distinctive product range and approach, with strong customer care. Retailers can be of any size, including franchises, and retail should make up a significant part of your business. Your entry should reflect the retail aspect of your business alone – i.e. this entry would cover the shop at a visitor attraction but not the visitor attraction as a whole.

**1. Introduction** – Tell the judges about your business. Tell us what you do and who /where your customers are. Give us a bit of background about your organisation – what you do, how you started your journey, how long you have been established, how many staff you employ and any other information you believe is relevant.

**2. What is your retail concept and strategy?** (10 marks)

**3. What makes your business exceptional - what makes you stand out from your competitors?** (20 marks)

**4. How has your business success been achieved against your strategy?** (10 marks)

**5.** **Evidence of customer satisfaction and quality of service / product. Feel free to include external ratings (eg Trustpilot, Tripadvisor, social media) or industry awards.** (20 marks)

**6.** **Financial performance so far. Provide solid evidence of turnover, profit, growth etc.** (15 marks)

**7. Future potential. Demonstrate projections for future growth and sustainability of business.** (10 marks)

**8. Innovation. Can you show examples of how your business has innovated to grow; have you had a particular retail campaign that has made a significant impact to your business? If so please provide evidence.** (15 marks)

**9. External web links if appropriate.** (0 marks)