



## Shop of the Year: 2020 Question Guidance

*The following is to help you prepare your entry as you will need to submit it in one online session, there is not the option to save as you go. This is not an entry form, it is a guidance only to help you prepare for entry.*

You will be asked some initial questions about the name of your business, which category you are entering, contact details, and opening hours.

**The form will then go on to ask you:**

### Business Overview

When was your retail business established?

Do you own more than one outlet? If so, how many?

Please give a description of your business in 250 words or less. Eg what makes your business distinctive, who are you selling to, in what way is your business different.

What are the main products that you sell?

Do you make anything on site? If so, please list.

Do you have a café or restaurant on site? If so, give a brief description.

### Financial Performance

Please provide turnover for your last financial year.

Please indicate what sort of turnover % increase or decrease you have experienced in the last year.

To what do you attribute this?

Do you monitor average spend, customer numbers and analyse sales reports? Apart from profitability, what other measures do you use to assess your business?

### Staff

How many staff do you employ?

Do you employ a manager that is not the owner of the business?

Do you use internal staff communications methods?

What training sessions do you conduct for your staff? How often?

Please identify any training programmes or initiatives that you or your staff have undertaken in the last year or are planning in the coming year.

Do you engage a mystery shopper?

## Marketing

Do you have a website?

Do you do social media? If so, what is your approach?

Do you have a loyalty scheme? If so, what do you do?

Do you engage a PR agency?

Do you sell online?

Have you won awards in the past?

What is your EHO score?

Please describe in 250 words or less, how you market your business.

## Environmental Policies

Please describe your environmental policy if you have one (max. 200 words)

## Photographs and Videos

Maximum of 5 photographs and 1 video please:

Please email any photos (a maximum of five) that you feel would give the judges a greater understanding of your business.

Please send a video (maximum of one) that you feel would give the judges a greater understanding of your business.

## Summary

Please describe in 250 words or less, any further information you would like to add and why you should win an award.

**You will then be asked to submit and then your entry will be complete.**

**If you have read over this guidance and feel like you are ready to complete the form, please click [here](#).**