



A Guide to the Retail Excellence Ireland Awards 2011

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Introduction

About the Retail Excellence Ireland Awards

The Retail Excellence Ireland Awards are the largest, most prestigious and recognised event in the Irish Retail Industry calendar. The objective of the Awards is to recognise and reward retail stores, companies, websites and individuals who deliver continuous and exemplary standards within the Irish retail industry. 2011 is proving to be another difficult year for our industry and being part of the Awards programme will inspire and encourage team members to work together to deliver the ultimate experience to your customers and consequently drive business sales.

About the Retail Excellence Ireland Awards Event

This year the Retail Excellence Ireland Awards gala black-tie dinner will be hosted at the Radisson SAS Hotel, Galway on Saturday evening 5th November. The event will be compered by a leading media figure and over 500 guests will attend. Following dinner, video profiles for each category will be shown and award presentations made. The formalities are followed by entertainment and a late night party.

Store of the Year Awards

Categories

Best Small Store | Best Medium Store | Best Large Store | Best Xtra Large Store | Best Superstore | & overall National Store of the Year

Small Store	Up to 1,000sq ft
Medium Store	1,000sq ft - 2,500sq ft
Large Store	2,500 sq ft - 5,000sq ft
Xtra Large Store	5,000 sq ft - 10,000sq ft
Superstore	Greater than 10,000 sq ft

The Process

Stage 1: All stores will be assessed by a team of Mystery Shoppers. The Mystery Shoppers will score your store using the measurement criteria contained in the Mystery Shopping Measurement Template ([appendix 1.1.](#)). The mystery shopping process will select the Top100 stores from the total entries. An unannounced Mystery Shopper will assess your store and we will revert to you with your completed mystery shopping report on Monday 25th July.

Stage 2: The Top100 Stores will be announced on Tuesday 26th July. The Top100 stores will progress to Stage 2 which involves a formal store assessment. Store Assessors will transact a through store assessment review of your store. This Store Standards Measurement Assessment report is included in the appendices ([appendix 1.2.](#)). The assessor will also take photographs of the exterior and interior of the store including key design features and key product display features in each of the Top100 stores. This store assessment will determine if the store will progress to the Top50 listed stores. Top50 stores will be awarded a mark of excellence and the best scoring six stores in each of the five listed categories will progress to the Top30 store of the year finalists. The Store Assessor will announce their arrival into store but no prior notice of this visit will be provided.

Stage 3: Having achieved Top30 status, a brief video will be shot in each store by a leading video production company. A panel of experienced judges will assess the mystery shopping report, store assessment report, photographs and the VT footage to determine both the category and overall winners. Where any conflict exists, that judge will excuse themselves from selection decisions in that category. Finalists are invited to attend the Retail Excellence Ireland Awards on Saturday 5th November.

What is Measured – Stage 1 – Mystery Shopper Visit

- The approach – visibility of signage and external housekeeping standards
- First impressions – staff presentation and awareness
- Store presentation | housekeeping standards
- Product presentation
- Standard of service – approach | product knowledge | ability to make the sale
- What makes this store unique
- Overview of the customer experience

See [appendix 1.1](#). for the full mystery shopping report.

What is Measured – Stage 2 – Store Assessor Visit

- Exterior store presentation
- Window display and customer communication
- First impressions
- Counter presentation
- Housekeeping standards
- Driving sales through POS and other techniques
- Environmental standards – lighting, design, display etc
- Staff appearance
- Retail innovation – does this store lead its sector

See [appendix 1.2](#). for the full store assessment report.

Useful Tips

- Tell the store team that their store has been entered in the awards and give them a copy of the attached mystery shopping template
- Staff should acknowledge customers and approach offering assistance within a suitable timeframe and in an appropriate manner
- Maintain good housekeeping standards at all times – check the finer details (e.g. blown light bulbs etc)
- Staff should maintain a high standard of professionalism at all times
- Good product knowledge is essential
- The closing of the interaction is as important as the opening - thank the customer and extend a friendly exit greeting
- Why not get your team to transact the mystery shopping template on your store and other neighbouring stores to get into the mind of the mystery shopper
- Focus on every customer as if they are the Mystery Shopper
- View the store as a customer would

Key Dates

- | | |
|---|-----------------------|
| • Closing date for entry to Store of the Year | Friday 27th May |
| • Mystery Shopping Programme commences | Wednesday 1st June |
| • Mystery Shopping Programme concludes | Monday 18th July |
| • Results of Stage 1 returned to all entrants | Monday 25th July |
| • Top100 Stores announced | Tuesday 26th July |
| • Store Assessment Programme commences | Wednesday 27th July |
| • Store Assessment Programme concludes | Monday 22nd August |
| • Top50 Top30 Finalists announced | Friday 2nd September |
| • VT recording of Top30 Finalists begins | Friday 9th September |
| • Winners announced at the REI Awards | Saturday 5th November |

e-Commerce Website of the Year Awards

Categories

- Best e-Commerce Customer Experience – will recognise websites which promote good usability practice, excellent online customer services and other best practices in customer experience
- Best e-Commerce Exporter - will recognise an Irish business which generates significant e-Commerce sales in overseas markets
- Best e-Commerce Innovator - will recognise a company which is making innovative use of the internet to market, promote or sell goods or services

The Process

Stage 1: Each website will be independently reviewed and benchmarked using an e-Commerce best practice measurement and assessment tool. The reviews will be conducted by e-Commerce experts AMAS. A short-list of the best performing sites will proceed to Stage 2. This short-list will be announced on Monday 25th July.

Stage 2: Each short-listed website will undergo a more detailed evaluation process, based on the completion of the Stage 2 application form and a further assessment by an experienced online consultant. The Stage 2 application form will be sent to the short-listed companies on Tuesday 26th July and must be returned by no later than 5pm on Tuesday 2nd August. All websites which are assessed through the Stage 2 process will be eligible to use and market a newly launched Retail Excellence Ireland e-Commerce quality mark.

Stage 3: A judging panel will select the finalists, based on Stage 2 evaluations and application details from short-listed companies. Short-listed companies will then be invited to present to the judges in Dublin in late September. Winning e-Commerce sites will be selected based upon the presentation content and all assessment outcomes. Winners will be announced at the Awards on 5th November.

What We Measure – Stage 1 – Initial Review

- First impressions – home page presentation and branding
- Design approach – is bright, attractive and modern graphic design consistently applied across site?
- Clarity of offer – is it immediately clear what the customer proposition of the website is?
- Presentation of and visual imagery used to communicate product benefits
- Quality of content – text, images, and multimedia messages must be clear, accurate and up-to-date?
- Usability – are navigation, labelling, location information all clear and informative?
- Compliance – does the site apply good practice in privacy, legal statement and inclusion of your registered office address?
- Trust – how well does the site engender customer confidence? (multi-point check)
- Transparency – are pricing, delivery cost and returns policy all clear?
- Overview of the customer experience and online proposition

What We Measure – Stage 2 – More Detailed Evaluation

- Customer service in theory – what service level and options are offered
- Customer service in practice – queries are raised and response time and quality noted
- Merchandising – how well are up-sell, cross-sell, special offer features used?
- Usability of shopping cart and checkout experience – multi-point check of the sales funnel for complexity, obstacles to completion, distractions, clear communication
- Added value features – customer reviews, product comparison, detailed product information
- Community-building – social media integration, social networking, refer a friend
- Building repeat business – what permission-based and long-term marketing measures are in place?
- Customer options – delivery, payment, despatch
- Innovation – what does this store do to put itself out in front?
- Online footprint – how well referenced is the site in other places on the internet?
- On-site search – does it return relevant, accurate results that encourage click-throughs?
- Off-site search performance – how does the site appear to the search engines and their users?
- Detailed review of the customer experience and online proposition

Useful Tips

- Read and understand the Stage 1 and 2 headings and critically evaluate your site against them
- Work to improve on any areas you scored poorly in
- Visit the website as a customer would and carry out the full range of customer behaviour – browse, add to cart, remove items, begin to check out and then go back, transact a purchase. At all times look for ease of use, clarity and good functionality
- Check for out of date or low-quality content in any area of the site
- Run searches for the site on the major search engines and look critically at how your site performs
- Check your customer proposition and product presentation
- Review your customer support processes and standards

Key Dates:

- | | |
|---|-----------------------------------|
| • Closing date for receipt of entry | Friday 27 th May |
| • Review of websites commences | Wednesday 1 st June |
| • Review of websites concludes | Monday 4 th July |
| • Report returned to entrants | Monday 25 th July |
| • Short-list announced | Monday 25 th July |
| • Stage 2 application form sent to short-listed companies | Tuesday 26 th July |
| • Closing date for receipt of Stage 2 Application Form | Tuesday 2 nd August |
| • Presentation of web-site brief | To be confirmed |
| • Winners will be announced at the REI Awards 2011 | Saturday 5 th November |

Company of the Year Awards

Categories

- Industry Leader
- Business Growth
- Best Employer
- Green Retailer

The Process

Stage 1: Each entrant to the Company of the Year category will receive a Company of the Year Submission Form. See an outline of the submission in [appendix 1.3](#). Submission document will be sent by e-mail to all entrants on Monday 30th May and completed submissions must be returned to awards@retailexcellence.ie no later than 5pm on Friday June 24th. Please ensure that the correct contact person is listed and all details are clearly inserted into the form.

Stage 2: Based on the submission content, a short-list of twelve finalists will be selected and grouped into 4 categories – 3 finalists from each category – Industry Leader | Business Growth | Best Employer | Green Retailer. Each entrant will be scored equally on each of the four primary criteria. The 12 highest scoring companies will be selected as finalists. The highest scoring companies in each of the 4 categories will be selected as finalists for that category.

Stage 3: Finalists will be announced on Friday 29th July at which time they will be invited to present the submission content to a panel of judges in Dublin. The submission presentation will be scored on all four categories but a greater weighting will be given to the companies listed category. The meeting will be used to demonstrate evidence of best practice to the judges. The companies which best demonstrate this evidence over a limited time period will score best. Following the submission meeting the company representative will be required to complete a brief interview to camera which will be shown on the evening of the awards.

What we Measure

- Best industry standards
- Contribution to the Irish economy
- Investment in a unique retail concept with a difference
- Ability to succeed through business sustainability
- Best in industry environmental practice
- Industry leadership and innovation

Useful Tips

- When writing the submission please try and demonstrate best practice in all four category areas
- The submission document should contain as much evidence as possible while remaining within the content constraints
- Demonstrate how your company leads its sector
- At the meeting use the time productively and demonstrate as much evidence as possible
- Remember that at this meeting 60% of the points are awarded to performance in the three other categories, while 40% is awarded in your short-listed category

Key Dates

- | | |
|---|-----------------------------------|
| • Closing date for receipt of entry | Friday 27 th May |
| • Company submission document emailed to all entrants | Monday 30 th May |
| • Closing date for receipt of completed submission document | Friday 24 th June |
| • Top12 Finalists announced | Friday 29 th July |
| • Presentation meetings | To be confirmed |
| • Winners announced at the REI Awards | Saturday 5 th November |

People of the Year Awards

Categories

- Manager of the Year
- Rising Star of the Year

Manager of the Year

The Manager of the Year Award category can be entered by all store and department managers irrespective of the size of the business. The award will be presented to the manager who displays strong store management qualities and an ability to lead his/her team.

The Process – Manager of the Year

Stage 1: The closing date for entry to the Manager of the Year competition is Friday 27th May. A Manager of the Year Submission Document will be e-mailed to all entrants and this should be completed and returned no later than 5pm Friday 24th June, 2011. See an outline of this submission document in [appendix 1.4](#).

Stage 2: Based upon submission content received, a group of ten short-listed managers will be invited to attend an interview / meeting with a panel of judges. The short-listed managers will also give a brief interview to camera which will be shown at the Awards ceremony on 5th November.

Stage 3: Following the stage 2 interview meetings five Manager of the Year finalists will be invited as guests of Retail Excellence Ireland to the 2011 Awards ceremony where the overall winner will be announced.

What we Measure

- Benchmarked against best practice management techniques
- Knowledge and implementation of store key performance indicators (KPI's)
- Team management skills
- Strategies employed to trade through the recession

Useful Tips

- Be yourself and don't worry
- Include as much detail of actual achievements and good management practice as possible
- Remember those who provide the most evidence to the judges will score best
- Managers who prove they take responsibly, think on their feet and can react to adverse trading conditions will score well
- Demonstrate you can capably lead your team
- Demonstrate that you lead by example

Key Dates

- | | |
|--|-----------------------------------|
| • Closing date for receipt of entry | Friday 27 th May |
| • Manager Submission document will be sent to all entrants | Monday 30 th May |
| • Closing date for receipt of Manager Submissions | Friday 24 th June |
| • Top10 Manager short-list announced | Friday 1 st July |
| • Top10 Manager interviews | To be confirmed |
| • Top5 Managers Finalists announced | Friday 30 th September |
| • Manager of the Year announced at the REI Awards | Saturday 5 th November |

Rising Star of the Year

The Process – Rising Star of the Year

This is a new award category to recognise and reward outstanding performance by a front-line team member in a non-management position. The winner will prove themselves to have exemplary sales techniques, a clear customer service vision and a strong team spirit.

Stage 1: Closing date for entry to Rising Star of the Year is Friday 27th May. The Rising Star of the Year Submission Document will be e-mailed to all applicants and the completed submission document must be returned no later than 5pm Friday 24th June, 2011. See [appendix 1.5](#) for an outline of submission content.

Stage 2: The Top10 short-listed Rising Stars will be invited to meet with a panel of judges in Dublin. The short-listed candidates will also complete a brief interview to camera which will be shown at the Awards ceremony on 5th November.

Stage 3: Following the stage 2 interviews, five Rising Star finalists will be invited to attend the Retail Excellence Ireland 2011 Awards ceremony as our guests where the overall winner will be announced

What we Measure

- Sales techniques, skills and ability
- How well you work in a team
- Enthusiasm and personal drive
- Ambition and vision for the store

Useful Tips

- Think of situations where you handled a difficult customer / situation
- What do you do that makes your fellow team members work well with you?
- Have you had any unique ideas which have driven sales?
- Where do you see yourself in the future?
- What would you like to do to improve the store you work in?

Key Dates

- | | |
|---|-----------------------------------|
| • Closing date for receipt of entry | Friday 27 th May |
| • Submission document will be sent to all entrants | Monday 30 th May |
| • Closing date for receipt of submissions | Friday 24 th June |
| • Top10 Rising Star short-list announced | Friday 1 st July |
| • Top10 Rising Star interviews | To be confirmed |
| • Top5 Finalists announced | Friday 16 th September |
| • Rising Star of the Year announced at the REI Awards | Saturday 5 th November |

APPENDIX 1.1.



Retail Excellence Ireland 2011 Awards - Mystery Shopping Measurement Template



0%

Location:

No of Staff Members Visible:

Date/ Time:

No of Customers Visible:

Mystery Shopper: We would like you to focus on the level of customer service which you receive in the store. Comment in detail on the standard of the interaction, product knowledge, sales techniques and enthusiasm of the staff member.

Question	Result	Std.	Comments
Section 1 Approach	0	30	0%
1.01 Was there adequate signage on your approach to the store? Did you find it easy to find the store?		10	
1.02 Was the entrance area litter free?		10	
1.03 Were the windows and doors clean?		10	
Section 2 First Impressions	0	60	0%
2.01 Were all staff wearing appropriate uniforms suitably dressed?		10	
2.02 Was staff personal appearance to a high standard? Nails hair shoes clean clothes properly ironed etc.		10	
2.03 Was staff deportment to a high standard throughout the audit? Were staff chewing gum or consuming food? (No food/drink should be visible to customers). Were any staff using mobile phones on the shop floor or having a personal conversation?		10	
2.04 Were staff available on the shop floor?		10	
2.05 Were all staff aware of or actually serving customers?		10	
2.06 Were all staff wearing name badges?		10	
Section 3 Store Presentation Housekeeping	0	50	0%
3.01 Was the temperature in the store appropriate?		10	
3.02 Was it comfortable and easy to move around the store - e.g. no products/displays blocking aisles?		10	
3.03 Was there a good standard of housekeeping? Shelves dust free and floor clean throughout the store? Please comment on your observations on housekeeping.		10	
3.04 Were all light fixtures clean and in full working order (e.g. no blown bulbs)		10	
3.05 Did the store make good use of lighting - e.g. did they highlight products displays?		10	
Section 4 Product Presentation	0	40	0%
4.01 Were display areas fully stocked (no gaps)?		10	
4.02 Were products displayed neat, tidy & easy to see?		10	
4.03 Were all products observed clearly priced? Please choose 5 products in various locations throughout the store and spot check for pricing. Please list any products observed which were not priced.		10	

4.04 Did the store use Point of Sale material (Posters merchandising tools) to create a strong visual impact and highlight special offers promotions?		10	
Section 5 Standard of Service		0	220 0%
There will be some sectors where certain questions below may not be relevant e.g. convenience forecourt stores (link selling up selling etc) please delete the possible score of 20 and replace with 0. Please put 'Not Relevant' in the comment section.			
5.01 Were you acknowledged (greeting/smile/eye contact) by any member of staff on entering/browsing the store?		20	
5.02 Did a staff member proactively offer help?		20	
5.03 Did the staff member have a friendly manner & did the offer of help seem genuine?		20	
5.04 Did the staff member have good product knowledge?		20	
5.05 Did the staff member ask questions to determine your exact needs?		20	
5.06 Did the staff member make a purchase recommendation?		20	
5.07 Did the staff member try to link or up-sell other products? If so, what?		20	
5.09 Did the staff member make every effort to close the sale?		20	
5.10 Did the staff member provide a high level of co-operation, customer service and display enthusiasm?		20	
5.11 As you completed your enquiry, did the staff member thank you and / or make other relevant comment (e.g. They are available should you require any further assistance or goodbye if you are leaving the store)? Explain.		20	
5.12 Please give details of your product enquiry and comment on your interaction with the staff member.		20	
5.13 Does this store give compelling reasons to shop in it - does it stand out from the crowd for it's retail ambience / service for it's sector? Please explain your answer in detail.		50	
Section 6: General Comments on Overall Experience - You MUST complete this section.		0	400
Quick View Results - Editing Purposes Only			
Mystery Shoppers - Please do not adjust formulas			0%
1] Approach		0%	
2] First Impressions		0%	
3] Store Presentation		0%	
4] Product Presentation		0%	
5] Standard of Service		0%	

APPENDIX 1.2.



Retail Excellence Ireland Awards 2011 - Store Standards Measurement Assessment



Result 0%

Store Location: _____ Date of Assessment: _____

Manager: _____ Assessor: _____

Store Standard Results

Assessment Standards	Available	Scored	Comments
	10	0	
Section 2: Window Display Standards	7	0	
Section 3: First Impressions Standards	7	0	
Section 4: Counter Standards	8	0	
Section 5: Housekeeping Standards	8	0	
Section 6: Display Standards	14	0	
Section 7: Driving Sales Standards	6	0	
Section 8: Store Environment Standards	3	0	
Section 9: Staff Appearance Standards	6	0	
Section 10: Innovation	9	0	
Total Score Available:	78		
Total Score Achieved:		0	
Percentage Score TOTAL:		0%	

GENERAL SUMMARY:

NOTES REGARDING PHOTOGRAPHY:

Please take 4 shots:

1. Shot of the main exterior
2. Shot of the store interior - wide pan shot
3. Shot of a store design WOW - a key design feature
4. Shot of a display WOW - a key product display feature

PRIOR TO E-MAIL RETURN OF PICTURES - PLEASE SAVE EACH SHOT BY STORE CODE / SHOT 1, 2, 3 OR 4

Section 1: Exterior Presentation

Standard Required	Yes	No	Comments
Must Haves' (3 points per standard)			
Is the exterior clear of all litter weeds etc at the front of the store?			
Is there a strong visual impact through use of colour and signage?			
Is the exterior professional and enticing?			
Should Haves' (1 point per standard)			
Is the store frontage including windows, doors and fascia clean?			
Total Score Available:	10		
Total Score Achieved:	0	0	

Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.

Comments & Actions agreed regarding Exterior Presentation

Comments: _____

Section 2: Window Displays

Standard Required	Yes	No	Comments
Must Haves' (3 points per standard)			
Are the windows displays impressive for this sector?			
Is window point of sale material clean and displayed professionally?			
Should Haves' (1 point per standard)			
Are all window displays clean and presentable?			
Total Score Available:	7		
Total Score Achieved:	0	0	

Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.

Comments & actions agreed regarding Window Displays**Comments:****Section 3: First Impressions**

Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Is the entrance(s) into store clear from all clutter/stock/boxes?			
Is there a strong visual impact when you enter the store?			
Should Haves (1 point per standard)			
Does the general ambience of the shop feel good?			
Total Score Available:	7		
Total Score Achieved:	0	0	

Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.

Comments & actions agreed regarding First Impressions**Comments:****Section 4: Counter Standards**

Store Assessor to check all Counter Areas			
Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Can customers access the counters without any blockages?			
Are all counters well presented - clean/dusted/floor clear/no cups/no newspapers/paperwork			
Should Haves (1 point per standard)			
Is adequate space available to transact the sale?			
Is the counter area used effectively to drive impulse sales?			
Total Score Available:	8		
Total Score Achieved:	0	0	

Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.

Comments & Actions agreed regarding Counter Standards**Comments:****Section 5: Housekeeping Standards**

Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Are the floors clean & well presented?			
Are the floors clear of all unattended stock/boxes/packaging materials? (stock being merchandised is fine providing it is not proving to be a safety hazard)			

Should Haves (1 point per standard)			
Are all light bulbs in working order			
Are all fixtures clean and presentable?			
Total Score Available:	8		
Total Score Achieved:	0	0	
Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & Actions agreed regarding Housekeeping Standards			
Comments:			
Section 6: Display Standards			
Standard Required	Yes	No	Comments
Must Haves (3points per standard)			
Is the standard of merchandising professional (Faced out / blocking / colour themes)			
Does the store make best use of display space?			
Do promotional displays stand out through use of POS / merchandising?			
Are there any display WOW's within the store?			
Should Haves (1 point per standard)			
Does the store present a welcoming and professional image?			
Are all displays clean and neat?			
Total Score Available:	14		
Total Score Achieved:	0	0	
Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & actions agreed regarding Display Standards			
Comments:			
Section 7: Driving Sales Standards			
Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Does the store make efforts to drive sales through positioning / POS?			
Is sales POS informative - silent salesman?			
Total Score Available:	6		
Total Score Achieved:	0	0	
Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & actions agreed regarding Driving Sales Standards			
Comments:			
Section 8: Store Environment Standards			
Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Is the store innovative in its use of environmental cues - colour, light, design, display?			
Total Score Available:	3		
Total Score Achieved:	0	0	
Comments to the Store Assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections' comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & actions agreed regarding Store Environment Standards			
Comments:			

Section 9: Staff Appearance Standards			
Standard Required	Yes	No	Comments
Must Haves (3 points per standard)			
Are all staff wearing a name badge?			
Is staff deportment acceptable - staff are professional and attentive?			
Total Score Available:	6		
Total Score Achieved:	0	0	
Comments to the assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & actions agreed regarding Staff Appearance Standards			
Comments:			
Section 10: Innovation			
Standard Required	Yes	No	Comments
Must Haves (three points per standard)			
Does this store lead its sector? Please explain your answer in detail.			
Has the store invested in creative design? Please explain your answer in detail.			
Does the store operate exemplary and creative merchandising standards? Please explain your answer in detail.			
Total Score Available:	9		
Total Score Achieved:	0	0	
Comments to the assessor: Please offer a reason when points are deducted. Please offer a general comment in each sections comments box. Please mark 3 points for must haves and 1 for should haves. Please mark 0 when no points are scored.			
Comments & actions agreed regarding Innovation			
Comments:			

APPENDIX 1.3.



COMPANY OF THE YEAR SUBMISSION

BACKGROUND DETAILS

Company Name: _____

Trading As: _____

Owners Name: _____

Person Responsible for this Submission: _____

Contact Phone Number: _____

Contact E-Mail Address: _____

Current Number of Stores (ROI) _____

Total Company Employees: _____

SUBMISSION CONTENT

Q1 - In no more than 100 words, please outline what makes your retail brand different to other market competitors.....

Q2 - In no more than 100 words, please outline implemented strategies to ensure the sustained growth of your company....

Q3 - In no more than 100 words, please outline why you feel your organisation is a good employer?

Q4 - In no more than 100 words, describe how your company has successfully addressed the issues involved with long term organisational commitment to ensure your brand is green compliant....

Q5 - In no more than 100 words, please outline why your brand should be selected as Ireland's Retail Company of the Year 2011.....

APPENDIX 1.4.



MANAGER OF THE YEAR SUBMISSION

BACKGROUND DETAILS

Manager Name: _____

Company Name: _____

Manager Nominated By: _____

Store| Department Managed: _____

Manager Contact Work Phone Number: _____

Manager Mobile Phone Number: _____

Manager Contact E-Mail Address: _____

Number of Years Employed with Company: _____

Total Employees Reporting to Manager: _____

Were you promoted during your employment: _____

SUBMISSION CONTENT

Q1 - In no more than 100 words, please describe the qualities which you believe make for a great retail manager....

Q2 - In no more than 100 words, please outline what key performance indicators should be measured to indicate the performance of your store.....

Q3 - In no more than 100 words, please describe strategies which you have implemented to ensure your store continues to trade successfully.....

Q4 - In no more than 100 words, please describe how you guarantee outstanding performance from your team.....

Q5 - In no more than 100 words, can you describe an example of a customer initiative which you have implemented in your store and how successful this initiative has been in driving sales.....

Q6 - In no more than 100 words, can you tell us why you believe you should be awarded the title Retail Excellence Ireland 'Manager of the Year 2011'.....

APPENDIX 1.5.



RISING STAR OF THE YEAR SUBMISSION

BACKGROUND DETAILS

Team Member Name: _____

Company Name: _____

Nominated By: _____

Store Worked In: _____

Contact Work Phone Number: _____

Mobile Phone Number: _____

Contact E-Mail Address: _____

Number of Years Employed with Company: _____

Were you promoted during your employment: _____

SUBMISSION CONTENT

Q1 - In no more than 100 words, please describe the qualities which you believe make for a great retail team member....

Q2 - In no more than 100 words, please outline the qualities you demonstrate in your job everyday

Q3 - In no more than 100 words, please describe any ideas which you have implemented to ensure your store continues to trade successfully and delivers an exceptional experience to customers.....

Q4 - In no more than 100 words, please describe how you go that extra mile for your customers.....

Q5 - In no more than 100 words, can you describe an example of a customer initiative which you have implemented in your store and how successful this initiative has been in driving sales.....

Q6 - In no more than 100 words, can you tell us why you believe you should be awarded the title Retail Excellence Ireland 'Rising Star of the Year 2011'.....