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RETAIL EXCELLENCE  
**AWARDS**

2019

**Your Guide to  
Entering the Awards**

*Recognising all that is great in the Irish Retail Industry*

**Enter the AIBMS  
Retail Excellence  
Awards today!**



[www.retailexcellence.ie](http://www.retailexcellence.ie)

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#ThisIsRetail

# IT'S ABOUT LEARNING, INNOVATING, BEING BRAVE AND RECOGNISING EXCEPTIONAL PERFORMANCE!

Over the past 21 years, Retail Excellence has witnessed thousands of entries which have pushed the boundaries of retailing excellence through the learning process involved. Entering the AIBMS Retail Excellence Awards will help you, your team and your brand refocus and re-energise while bench-marking and aligning your business with Ireland's most visionary and influential retailers.

This year, we are delighted to announce some exciting changes – namely the introduction of the brand new 'National Retailer of the Year Award'. All Top30 Stores and the Top5 Online Retailers will be invited to submit evidence in order to go one step further to compete for the prestigious title of 'National Retailer of the Year'. The Top30 stores (having already submitted both the 10 Pillars of Retailing Excellence to Echochamber and also the financial submission to Grant Thornton) will now be invited to submit talent and eCommerce evidence. The Top5 websites will be invited to submit financial, talent and also store evidence via the 10 Pillars of Retailing Excellence submission.

So don't delay, get your team on board and enter your chosen category today!



David Fitzsimons, Group CEO, Retail Excellence



## THE CATEGORIES

- Retailer of the Year Award
- National Store of the Year
- National Online Retailer of the Year
- Store of the Year Sectoral Awards
- Manager of the Year
- Rising Star of the Year
- Retail Advocate of the Year
- Ireland's Friendliest Place Award
- Supplier of the Year

# NATIONAL STORE & NATIONAL RETAILER OF THE YEAR

## HOW THE PROCESS WORKS ...



- ✔ Log on to [www.retailexcellence.ie/awards](http://www.retailexcellence.ie/awards) to enter the Awards
- ✔ Mystery Shoppers will visit your store with the highest scoring stores achieving Top100 status
- ✔ The Top100 stores will register online to go to Phase2 when they will be invited to attend the Echochamber 10 Pillars of Retailing Excellence presentation
- ✔ Each Top100 store will then complete and return their own 10 Pillars of Retailing Excellence Submission document
- ✔ Both scores are added to arrive at the Top30 stores who will go forward as finalists to the Awards
- ✔ The Top30 stores will complete a confidential financial submission and submit directly to Grant Thornton
- ✔ Echochamber and Retail Excellence judges will visit each store
- ✔ The results of all audits will be combined to determine the Top5 stores and ultimately the National Store of the Year
- ✔ Top30 stores are also invited to make a submission document detailing their accomplishment in the areas of both talent and eCommerce (through an online mystery shop)
- ✔ Again, these scores will be added to all of the above to determine the National Retailer of the Year

Enter the Awards process today at [www.retailexcellence.ie/awards](http://www.retailexcellence.ie/awards)



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**Harvey Norman**  
National Electronic & Tech Store of the Year 2019

# SECTORAL AWARDS

When more than five companies enter in a specific sector, and subsequently achieve Top30 Status, then that sectoral award will be presented to the highest scoring store.

That store will be deemed the sectoral winner.



## Where Do You Fit Best?

Specialist Food / Wine Store of the Year

Butcher/Artisan Food/Deli/Wine/Off-Licence/Chocolate Store

Supermarket of the Year

Supermarket

Restaurant & Coffee House of the Year

Restaurant / Coffee House

Fashion/Footwear/Childrenswear/Accessory Store of the Year

Ladies'/Men's Fashion/Footwear/Accessory/Childrenswear

Department / Luxury Store of the Year

Department / Luxury Store

Electronic & Tech Store of the Year

Electronic / Tech Store

Forecourt / Convenience Store of the Year

Forecourt / Convenience Store

Garden / DIY / Agri Store of the Year

Garden Centre/DIY / Agri Store

Health / Pharmacy / Beauty Store of the Year

Health / Pharmacy / Beauty Store

Home / Interiors Store of the Year

Home/Furniture/Flooring Store

Visitor Store of the Year

Visitor Store

Jewellery / Gift Store of the Year

Jewellery / Gift Store

Optician of the Year

Optician Store

LifeStyle Store of the Year

This award will be customised to any category not listed above including Sport/Leisure/Pet/Baby/Toy/Book/Hobby/Office Store

## PEOPLE AWARDS

Competitiveness to retain the very best people is getting tougher each year. This means retailers have to place greater emphasis on recognising and rewarding real talent in our teams. Take this opportunity to show your key performers that you recognise, and appreciate, their total commitment to you and the brand.



**Mary Keane, Kilkenny Shop**  
National Manager of the Year 2019



### Manager of the Year

The process is very easy – just enter your store manager online and they will then receive a submission document to complete. This document will be reviewed by our HR Partner.

The Top5 scoring managers will be invited to attend a brief interview with our judging panel in Dublin and the winner of this prestigious title will then be announced at the AIBMS Retail Excellence Awards Ceremony!

### Rising Star of the Year

The Rising Star Award recognises and rewards frontline team members. These really important people are those who are responsible to deliver superb customer service and experience!  
Please note: The Rising Star cannot be in a supervisory or management position.

As with the Manager of the Year process, just register online and we will send on the submission document. This will be reviewed by our HR Partner and the Top5 scoring Rising Stars will be invited to attend a brief interview with our judging panel in Dublin.  
The winner of this great award will be announced at the AIBMS Retail Excellence Awards Ceremony.



**Niamh Cleary, Inglot, Waterford**  
Rising Star of the Year 2019

## NATIONAL ONLINE RETAILER OF THE YEAR

A new category, that recognises the most innovative retailers that leverage cutting edge eCommerce technology and provide the most streamlined customer experience. Each website entered will be subject to an online mystery shop which will focus on page load speed, search and browsability, purchase journey, customer queries and marketing effort.

The Top5 websites will be deemed finalists and will be invited to a meeting with our eCommerce judges. Each of the Top5 websites will also be invited to enter the National Retailer of the Year competition. This will require completion of financial and talent submissions and also the 10 Pillars of Retailing Excellence store submission.



**Glanbia Connect**

Website of the Year 2019



**Dara Calleary TD**

Retail Advocate of the Year 2019

## RETAIL ADVOCATE OF THE YEAR

The Retail Advocate of the Year award was established in 2018 to recognise members of the Oireachtas for their outstanding support of the retail industry's public policy priorities. These "Advocates" each recognise the significant contribution of the retail industry to the Irish economy.

Each nominee has demonstrated their clear support for retail policies and initiatives over the course of the year which aim to empower the industry to continue sustaining our recovering economy and the 282,000 jobs it supports.

## IRELAND'S FRIENDLIEST PLACE

Now in its fourth year, this has become highly competitive category with more and more County & City Councils entering their village, town or city every year. Up to a maximum of ten stores in each place will be mystery shopped using the same criteria as those for the National Store of the Year category.

The five places with the highest average score will be deemed to be finalists. The Top5 finalist places will be invited to attend the AIBMS Retail Excellence Awards Ceremony where Ireland's Friendliest Place will be announced. Each of the stores chosen to represent their place will also enjoy participation in the National Store of the Year competition.



**Slane, Co. Meath**

Ireland's Friendliest Place 2019

# SUPPLIER OF THE YEAR

The Supplier of the Year Award allows us to celebrate the very best suppliers to the Irish retail industry. Only Partners to Retail Excellence can enter. Entry involves completion of a submission document which is assessed by an expert judging panel. The Top5 suppliers will be announced as finalists and the overall Supplier of the Year will be announced at the AIBMS Retail Excellence Awards ceremony.



DPD Supplier of the Year 2019

## HOW TO ENTER THE AWARDS

Enter the Awards process today at [www.retailexcellence.ie/awards](http://www.retailexcellence.ie/awards)

All entries must be completed online and cannot be accepted by phone/email unless accompanied by credit card details

**Investment** (All entry prices ex. VAT)

### Store Awards

Phase1: All entries – Mystery Shop Audit **€95 per store**

Phase2: Top100 Stores Retailing Excellence Submission Document (includes attendance at the Echochamber briefing) **€265**



**People Awards (Manager / Rising Star of the Year)** **€95**

**National Online Retailer of the Year** **€125**

**Ireland's Friendliest Place Award** **€95 per store**

**Supplier of the Year** **€0**

**CLOSING DATE FOR ENTRY TO THE AIBMS RETAIL EXCELLENCE AWARDS IS FRIDAY 31ST MAY 2019**



The AIBMS Retail Excellence Awards Ceremony will be held in The Great Southern Hotel, Killarney on Saturday 9th November 2019



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With thanks to all our Corporate and Gold Partners for their support of Retail Excellence and the Irish Retail Industry 2019



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