



Merchant
Services

Retail Excellence Ireland Awards 2024

#REIAwards2024

#PoweredbyAIBMS

**Celebrating the
Best of Irish Retail**

THE CATEGORIES

- Retailer of the Year
- Independent Retailer of the Year
- Sustainable Retailer of the Year
- Supplier of the Year
- Small Online Retailer of the Year
- Medium Online Retailer of the Year
- Large Online Retailer of the Year
- Rising Star of the Year
- Manager of the Year
- Unsung Hero of the Year
- Ecommerce Team of the Year

SECTORS

FORECOURT Childrenswear
 Opticians **BOOKS**
 Garden **Health** Baby Gifts Electronic
 Sports **Pet** Toys **FASHION** Supermarket **Tech**
Hobbies **HARDWARE STORE** Lifestyle **Accessory**
BEAUTY Food **Café** **Phone Store**
 Department Store **Furniture** Wine **FOOTWEAR**
 Jewellers



PEOPLE AWARDS

Manager of the Year

- The Manager of the year recognises managers that are on top of their game.
- Currently managing a retail store successfully
- This person is passionate about a career in Retail.
- The Top 5 shortlisted candidates will be invited to attend an interview with our judging panel 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 of the Year recognises and rewards the team member that is on their way up the ranks in their retail career.
- This person should be currently a team member not in a management position ie: sales assistant, fulfilment assistant, visual merchandising assistant.
- This person is looking to carve a career in retail.
- The Top 5 shortlisted candidates will be invited to attend an interview with our judging panel and the winner of this prestigious title will then be announced at the AIBMS Retail Excellence Awards Ceremony.

Unsung Hero of the Year

- This person should be a long-standing team member who has had an impact on the business through their commitment to supporting the stores and retail teams.
- This award recognises the person who has had a positive influence on your business, someone who is willing to help, has a commitment to excellence and always goes above and beyond for you and your customers .
- This award is open to all employees throughout your organisation as long as they do not hold a management position.
- The winner of this prestigious title will then be announced at the AIBMS Retail Excellence Awards Ceremony.
- **If your business has a wealth of talented individuals, empower the team to make the selection.**

Ecommerce Team of the Year

- This Award is to reflect the diligent work of an Ecommerce Team who has led their business into an omnichannel presence in 2024.
- The Team will have shown true ambition, leadership, ability to drive change and innovation.
- This Award will be judged by a written submission across a number of key categories and our Top 5 finalists will be invited to attend an interview.
- The winner of this award will be announced at the AIBMS Retail Excellence Awards Ceremony.



RETAILER OF THE YEAR AWARD

Why You Should Enter the Retailer of the Year Award

Phase 1

- Showcase your business and motivate your team with the chance to become Retailer of the Year for 2024.
- Receive an in-depth Mystery Shopping Report carried out by an independent mystery shopper which will highlight the level of customer care being delivered in your store.

Phase 2

- Phase 2 gives you the opportunity to showcase all that is wonderful about your store.
- You will be given an easy to use and self-explanatory template where you will upload pictures & text of different areas of your store under 5 headings:

First Impressions - Shopfront, Window, 1st step inside

Visual Merchandising - Seasonality & Display

Design - Interior, Lighting, Fixtures

Communication - Excellence in Communication, Curation and Expert Solutions. Adding significant value to the shopping experience.

Point of Difference - Sustainability, Community, Hospitality, Personal Shopping, Personalisation, Social, Digital and Tech

- Customer Perceptions can assist you to prepare your submission. You will receive written feedback on your submission.

Phase 3

- The Top 30 stores will be visited personally by Independent Judge Matthew Brown, retail consultant from Echochamber.
- Our Production company will visit the Top 30 Stores to record footage of your store and get your comments on what makes your store stand out.
- KPMG will look at your financial position before we award the coveted 'Retailer of the Year 2024'.

NEW CATEGORY

Independent Retailer of the Year

- The Independent Retailer of the Year Award celebrates small, locally-owned businesses for their exceptional performance and innovation. Recognising excellence in product curation, creativity and customer service.

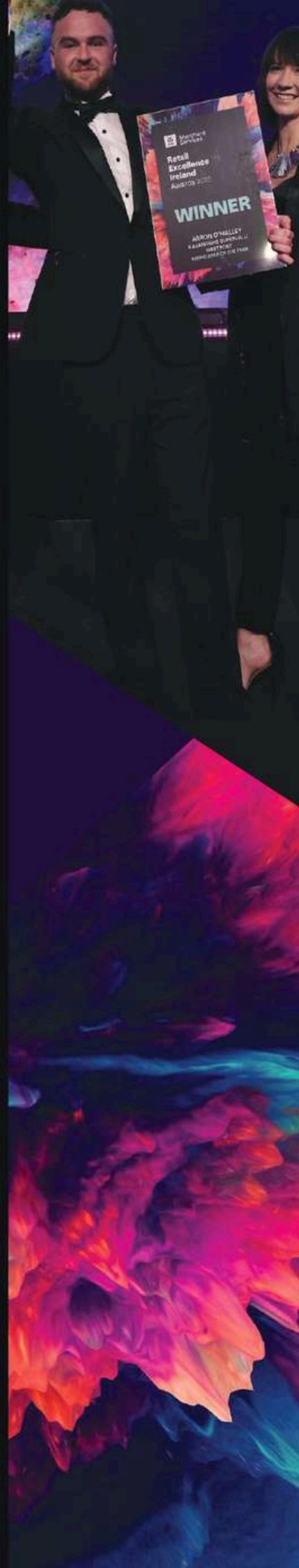
Criteria

- No more than 2 Stores.
- The stores will follow a similar process to 'National Retailer of the Year' and Phase 2 & Phase 3 will be judged entirely by Ed Fitzgerald, Creative Consultant with more than 20 years in Retail, creating brand experiences across the world.

Phase 1 - Mystery Shop Audit

Phase 2 - Top 10 Submission

Phase 3 - Top 5 Stores will be visited personally by Ed Fitzgerald.



ECOMMERCE AWARDS

Small Online Retailer of the Year

Turnover: Up to €1 million

- Every website entered will undergo a comprehensive audit conducted by our expert eCommerce judging panel. All entrants will be subject to a mystery shopping process to test their delivery services.
- Each entrant will receive a valuable report outlining where improvements can be made. The finalists will be invited to attend an interview with our judging panel online. The winner will be announced at the AIBMS Retail Excellence Awards.

Medium Online Retailer of the Year

Turnover: €1 million - €5 million

- Every website entered will undergo a comprehensive audit conducted by our expert eCommerce judging panel. All entrants will be subject to a mystery shopping process to test their delivery services.
- Each entrant will receive a valuable report outlining where improvements can be made. The finalists will be invited to attend an interview with our judging panel online, with the winner being announced at the AIBMS Retail Excellence Awards Ceremony.

Large Online Retailer of the Year

Turnover: Greater Than €5 million

- Every website entered will undergo a comprehensive audit conducted by our expert eCommerce judging panel. All entrants will be subject to a mystery shopping process to test their delivery services.
- Each entrant will receive a valuable report outlining where improvements can be made. The finalists will be invited to attend an interview with our judging panel online, with the winner being announced at the AIBMS Retail Excellence Awards Ceremony.





Sustainable Retailer of the Year

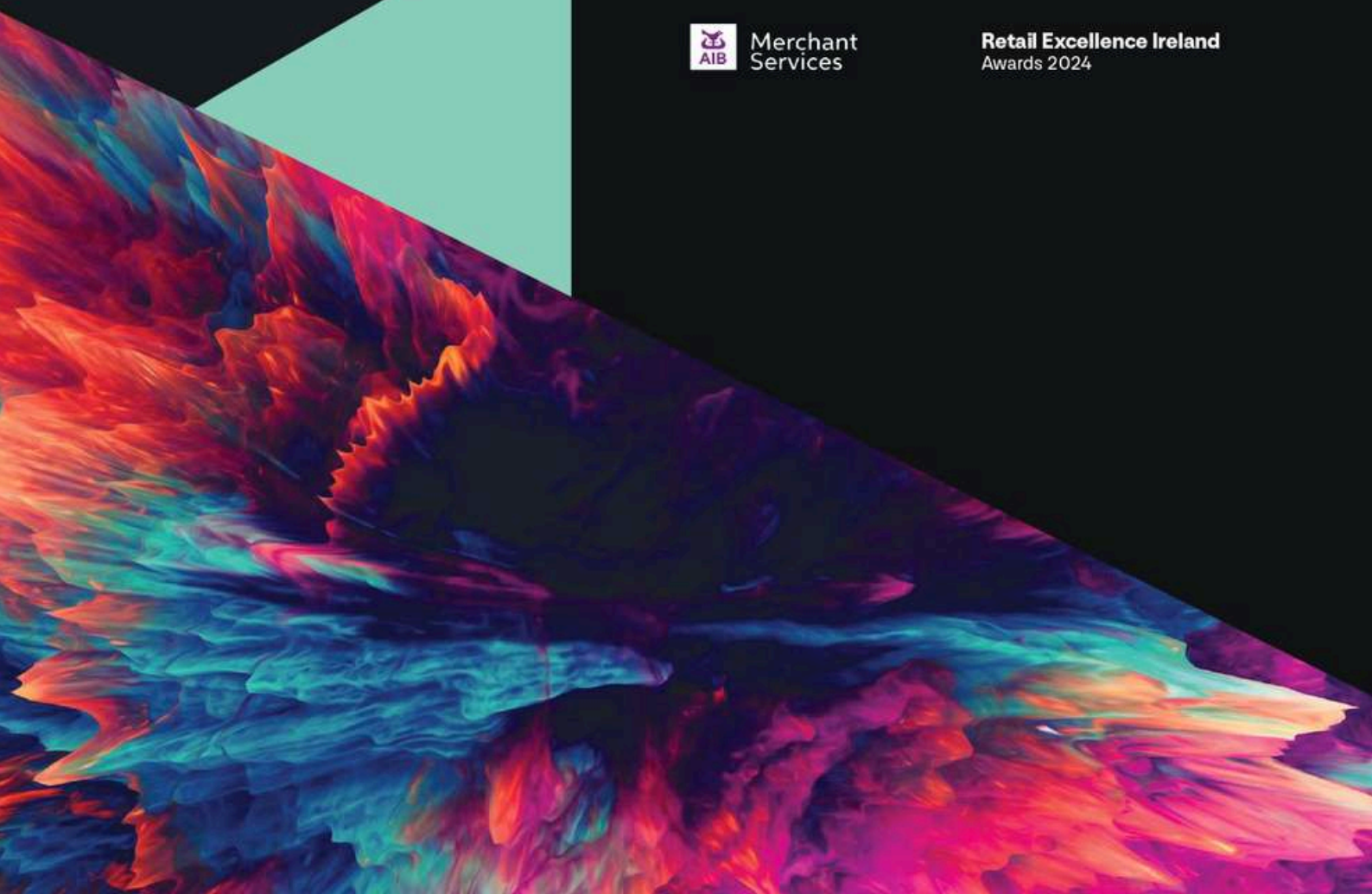
- The Sustainable Retailer of the Year award recognises and rewards retailers who are consistently making changes within their business to become more sustainable.
- We invite all retailers, whether they feel their sustainable action is small or large, to apply. This Award is about progress over perfection, and we want to recognise the steps Irish Retailers are making towards sustainability. Just enter your company online and you will then receive a submission document to complete.
- This document will be reviewed by our external Sustainability Partner. The Top 5 scoring companies will be invited to attend an interview with our judging panel and the winner will be announced at the AIBMS Retail Excellence Awards Ceremony.

Supplier of the Year Award

- 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 which is assessed by an external independent expert judging panel. The Top 5 Suppliers will be announced as finalists and the Supplier of the Year will be announced at the AIBMS Retail Excellence Awards.



Retail Excellence Ireland
Awards 2024



WITH THANKS TO OUR PARTNERS

Title Sponsor



Platinum Partners



Gold Partners



BOOKING INFORMATION

To enter log onto:

retailexcellence.ie

All entries must be completed online.

INVESTMENT

Store Awards

Phase 1: All entries

Customer Service Mystery Shop Audit

€130 (Ex VAT @23%)

Phase 2: Top 100 Store

€220 (Ex VAT @23%)

People Awards

Manager of the Year: €130 (Ex VAT @23%)

Rising Star of the Year: €130 (Ex VAT @23%)

Unsung Hero of the Year: €130 (Ex VAT @23%)

Ecommerce Team the Year: €130 (Ex VAT @23%)

Digital Awards

Small Online Retailer of the Year

(Turnover: Up to €1 million) €295 (Ex VAT @23%)

Medium Online Retailer

(Turnover: €1 million - €5 million) €295 (Ex VAT @23%)

Large Online Retailer of the Year

(Turnover: Greater Than €5 million) €295 (Ex VAT @23%)

Sustainable Retailer Of The Year

€130 (Ex VAT @23%)

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