

**Official Entry Form**

**Category:** Best Food/Drink Retailer

**Criteria:**

The winner of this category will need to show how they have built a sustainable, profitable bar, restaurant or retail food business. The judges will be looking for good general business practice but will also want to learn specifically how the business has thrived in this competitive sector.

Contact Name:

Company Name:

Position in Company/Job Title:

Company Address:

Telephone Number:

Email Address:

Company Incorporation Date:

Date Trading Commenced:

Once your entry is complete please attach it to an email and send it to chelseam@clarkenicklin.co.uk. You will receive a confirmation of receipt. If you do not receive a confirmation please contact Chelsea on 0161 495 4700.

**The deadline for entries is 5pm on Friday 26th May 2017.**

**Entry terms**

Entry terms can be found at [www.stockportbusinessawards.co.uk](http://www.stockportbusinessawards.co.uk) by entering or agreeing to participate in the Stockport Business Awards, all entrants agree to these terms.

**Main Entry**

Please use the space below to write the main body of your entry. The entry form is flexible however we have set out below what we expect you to cover, and **you will be** **judged on this information.** There is no word count limit but our guideline for an ideal entry is anything from 750 to 1250 words. You may not send additional attachments with your entry form.

1. Overall trends in your trading performance covering turnover and profit development
2. Key events that have led to changes and contributed to business success
3. Your business objectives and strategy for the next 3 to 5 years and how these will be achieved
4. Your customer service strategy and objectives, what has been done to attract customers and to keep them coming back?
5. Creative marketing techniques you have adopted and how you have grown the brand
6. What makes your business stand out from the competition
7. Why you deserve to win this award

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