

Official Entry Form: Best Food and Drink Retailer of the Year

STOCKPORT
BUSINESS
AWARDS

Celebrating business
excellence in 2018



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.

Your Details:

Business Name:	<input type="text"/>
Contact Name:	<input type="text"/>
Position in Business/Job Title:	<input type="text"/>
Name of Person Completing this Document:	<input type="text"/>
Business Address:	<input type="text"/>
Postcode:	<input type="text"/>
Telephone Number:	<input type="text"/>
Email Address:	<input type="text"/>
Website Address:	<input type="text"/>
Date Trading Commenced:	<input type="text"/>
Other Supporting links <small>(eg.YouTube channel)</small>	<input type="text"/>

Tell us about you:

Please explain in no more than 300 words how you would describe your business?

(Assume you are speaking to a layman, who knows nothing about your business, type, cuisine, audience etc)

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Financial Information:

Historic Trading

Please provide figures from the last 3 years

Financial Year	2015	2016	2017
Turnover			
Profit			
Staff			
No. Offices			

Future Projections

Please provide forecast figures for the next 3 years

Financial Year	2018	2019	2020
Turnover			
Profit			
Staff			
No. Offices			

Explain how the business has grown over previous years?

(TIP: Remember this is the financial section, use figures to show growth of your business)

What has been the strategy so far and what are the expected changes?

(TIP: Think financially)

Please feel free to attach any additional charts or graphs to support this section.



Your Employees

In a maximum of 300 words explain what the business does to attract, retain and develop it's staff?

(TIP: Think about the culture of the business, training, and how you motivate and progress your staff)

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Your Customers

In a maximum of 300 words please describe the business's understanding of the local market and how the business differentiates itself from the competition. Also provide details of any market changes and how you have dealt with them.

(TIP: Think about what makes you different)

In a maximum of 300 words explain how your business attracts & retains customers?

(TIP: explain your marketing strategy, digital marketing, what offers do you do etc)

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In a maximum of 300 words please describe the business's commitment to excellent customer service.

(TIP: Think about what you do to provide excellent service to your customers)



Tell us more about your business

In a maximum of 300 words please outline any specific achievements, successes or events from the last 12 months:

(TIP: Think about what has worked well, what have you achieved?)

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In a maximum of 300 words please explain why you deserve to win this award

(TIP: This is your last chance to sell your business, why is your business worthy of winning, feel free to add any links to websites or campaigns that you are proud of)

Please email your completed application form to laurafrost@clarkenicklin.co.uk. You will receive a confirmation of receipt. If you do not receive a confirmation please contact Laura Frost on 0161 495 4700. The deadline for entries is 5pm on Friday 1st June 2018.

Entry terms can be found at www.stockportbusinessawards.co.uk by entering or agreeing to participate in the Stockport Business Awards, all entrants agree to these terms.

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