

The International Convention Centre • Wales • 23rd – 24th April

Best Retailer

*Award Entry Questionnaire*

Please ensure you read the guidance on ‘what the judges are looking for’ in the Award Application Information Booklet found here: [www.actioncoach.co.uk/bef-awards](http://www.actioncoach.co.uk/bef-awards)

**IMPORTANT: A valid entry must include all of the following documentation.**

* A fully completed entry form with all required information (\*) completed
* Maximum 10 pages of appendices for supporting information (optional)
* Ahigh-resolutioncompany logo *(.jpg, .eps, .pdf, .ai., .png)*

*About Your Organisation*

**\*Contact Person Submitting this Entry:** H

**\*Name of Owner/President/CEO:** H

**\*Name of Company:**

**\*Email:**  H

**Website:**

**City:**

**County:**

**\*Post Code:**

**\*Country:**

**\*Phone:**

**\*Do you currently work with an ActionCOACH?**

**Yes  No**

**\*If yes, who is your coach?**

1. **Describe your core business and include your company mission statement. (Maximum 600 words)**
2. **What has driven your company’s success and why? (Maximum 600 words)**

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1. **How does your business promote/advertise your product/service?   
   (Maximum 600 words)**

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1. **What are your business long term goals and how do you plan to achieve these? (Maximum 600 words)**

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1. **What is your competitive advantage or unique selling point over your competitors? (Maximum 600 words)**

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1. **What are your milestone achievements? Include contracts you’ve won, innovations you’ve initiated, products or services you’ve developed or awards you have won. (Maximum 600 words)**

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1. **Please provide any notoriety public headlines/testimonials your company has received over the past 3 years. (Maximum 600 words)**

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1. **Why should your business win Best Retailer? What would winning this award mean to you, your team and your business?   
   (Maximum 600 words)**

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1. **Please state your annual revenue for the past 2 years and how much it has grown?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2018 (£) | 2018 (%) | 2019 (£) | 2019 (%) |
| Revenue |  |  |  |  |
| Profit |  |  |  |  |

1. **What are your current *5 Ways* Numbers?**

Lead Generation: H \_\_\_ \_\_\_

Conversion Rate: H \_\_\_\_\_\_

No. of Customers: H \_\_\_\_\_\_

No, of Transactions: H \_\_\_\_\_\_

Average £ Sale: H \_\_\_\_\_\_

Revenue: H \_ \_\_\_\_\_

Margin: H \_\_\_\_\_\_

Profits: H \_\_\_\_\_\_

1. **Is this the first time you have attended The Business Excellence Forums & Awards?**

Yes

No In what year(s)? H \_\_\_\_\_\_

1. **How did you hear about The Business Excellence Forums & Awards?**

Facebook  Twitter

Direct Website  ActionCOACH

Magazine/Newspaper  Referred by a friend

Other H \_\_\_\_\_\_\_\_\_\_

1. **Will you be bringing any team or family members?**

Yes How many? H \_\_\_\_\_\_ \_\_\_

No

*How to submit your entries*

**Submit this form via email to: awards@thebusinessexcellenceforums.com**

ORby standard mail c/o ActionCOACHat the address below.

*Disposition of Entries*

Entries and materials submitted may or may not be used, displayed, shown, duplicated, published or disposed of as The Business Excellence Forums & Awards deems appropriate. We hold no responsibility to return any documents, images, or files, once submitted to us.

By submitting entries, the entrant agrees to hold The Business Excellence Forums & Awards and its employees and/or sponsors exempt from any costs or expenses of any claim arising out of any such use by us. Winners must be present at the Awards Ceremony to receive their awards.

*Entry Deadline*

**The entry deadline is 5pm on 28th February 2020.**

Entries received past the stated deadline will be ineligible.

*How to Get Help*

Need answers to your questions on how to prepare and/or submit your entries?

**Visit our web site at:**  **actioncoach.co.uk/befa**

If you can’t find the answer there, please contact us at:

**The Business Excellence Forums & Awards**

Broadlands Manor,

Peckleton Lane,

Leicester Forest West, LE9 9QU

**Telephone:** 01284 701 648

**Email:** freedom@actioncoach.com