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Best Retailer

*Award Entry Questionnaire*

**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:**

**\*Name of Company:**

**\*Email:**

**\*Country:**

**\*Phone:**

**\*Do you currently work with an Action Coach?**

**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)**
3. **How does your business promote/advertise your product/service?
(Maximum 600 words)**
4. **What are your business long term goals and how do you plan to achieve these? (Maximum 600 words)**
5. **What is your competitive advantage or unique selling point over your competitors? (Maximum 600 words)**
6. **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)**
7. **Please provide any notoriety public headlines/testimonials your company has received over the past 3 years. (Maximum 600 words)**
8. **Why should your business win Best Retailer? What would winning this award mean to you, your team and your business? (Maximum 600 words)**
9. **Please state your annual revenue for the past 2 years and how much it has grown?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2020 (£) | 2020 (%) | 2021 (£) | 2021 (%) |
| 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 mail c/o ActionCOACH Broadlands Manor, Peckleton Lane, Leicester Forest West, LE9 9QU

*Disposition of Entries*

Entries and materials submitted may or may not be used, displayed, shown, duplicated, published or disposed of as BizX 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 BizX 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 either face-to-face or virtual to receive their awards.

*Entry Deadline*

**The entry deadline is 5pm on 14th February 2022.**

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/bizx2022**

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

**Telephone:** 01284 701 648

**Email:** freedom@actioncoach.com