Entry form



Award category name:

**EXCELLENCE IN RETAIL**

2024 Excellence in Retail sponsored by:



**The Excellence in Retail Award** celebrates and honours businesses for their outstanding achievements and innovations in the retail sector.

**Who Should Enter:** This category is open to brick-and-mortar retail businesses of all sizes, e-commerce businesses, franchises and independent retailers.

*Reminder: If you wish to enter multiple categories an individual entry is required for each.*

**Your Business/Organisation name:**

*(this name that will be used in any award citation and/or publicity)*

**Your Business Address:**

**Your Business Website:**

**Your Business Phone Number:**

**Business Contact Person:**

**Contact’s Email Address:**

**Your Business Association:**

*(e.g. Business East Tamaki or Howick Village Association)*

**Please provide a brief description of your business/organisation and its core activities (Max 200 words):**

# Question 1: Innovation and Creativity:

**Clearly define examples of innovative approaches, unique offerings, and creative solutions your business displays.** (Max 250 words). Consider any innovations, creative merchandising, marketing strategies, innovation in product offerings, store design, customer engagement and sustainability solutions etc.

# Question 2: Community Engagement:

**What sets your business apart from its competitors?** (max 150 words) Consider any community partnerships, commitment to ethical and sustainable practices and include the business’s impact on the local community.

# Question 3: Financial Performance:

**Provide an overview of the financial health of your retail business.** (Max 150 words). Consider factors such as revenue growth, profitability, sales performance, and market share.

# Question 4: Adaptability and Resilience:

**How has your retail business responded to market and industry challenges?** (max 200 words).Consider how you have navigated the disruptions of the last couple of years whilst continuing to thrive.

# Question 5: Customer Experience:

**Describe how your business contributes to creating a positive customer service.** (max 200 words). Consider, customer satisfaction, personalised interaction, problem solving, loyalty and feedback.

# Additional Information:

Please provide any additional information or supporting documentation you would like the judging panel to consider such as customer testimonials, reviews, media coverage etc to strengthen your entry (optional, max 150 words + you may attach up to three files)

# Entry Submission:

**Please submit your completed entry form and supporting documents to** [**awards@businessET.org.nz**](mailto:awards@businessET.org.nz) **F**or inquiries, please contact Julie at [awards@businessET.org.nz](mailto:awards@businessET.org.nz) or phone 027 532 1985

***Thank you for participating in the East Auckland Business Awards. Good luck with your entry.***

By submitting this entry, you agree to the terms and conditions of the East Auckland Business Awards. Entries must be received by

**December 8th 2023.** Late entries will not be considered.

By signing your full name below, you acknowledge that all information provided in this entry form is accurate and to the best of your knowledge and have agreed to the East Auckland Business Awards Terms and Conditions.

**Full name:**

**Signature:**

**Date:**

**Terms and Conditions for the East Auckland Business Awards**

## Eligibility:

The East Auckland Business Awards (hereinafter referred to as “Awards”) entry is open to businesses and individuals who meet the eligibility criteria as defined by the awards programmed. Eligibility criteria may vary for each award category.

Business East Tamaki or Howick Village Association employees are not eligible to participate.

Category sponsors and their staff cannot enter the category they sponsor.

To be eligible to enter, your business must be a member or an associate member of Business East Tamaki or the Howick Village Association.

## Entry Submission

Businesses can enter multiple categories; however the judges have the right to judge you in all you enter, some or one of the categories only.

All entries must be submitted through the official awards email by the specified submission deadline. Incomplete or late submissions will not be considered

Nominees must provide accurate and truthful information in their submissions

## Sharing of nomination information:

Nominees agree that we may share any of the initiatives, achievements or photos of the winners and finalists as described in your nomination at the awards dinner, or in any promotional materials relating to the Awards (including via social media). If there is any specific information in your nomination that is confidential, you must identify it as such.

## Entry Fees:

There is no cost to enter the East Auckland Business Awards.

## Confidentiality and Judging:

Entries will be evaluated by a judge appointed by Business East Tamaki and/or Howick Village Association.

All information provided in finalist forms will be treated as commercial in confidence by Business East Tamaki, Howick Village Association, judges and sponsor partners.

Judges are required to declare any conflict of interest. Business East Tamaki and/or Howick Village Association will exclude any judge with conflicts of interest from judging these categories.

The judges decisions are final.

Judges may disqualify entries that do not comply with the entry guidelines or criteria.

## Awards Ceremony

The date of the Awards presentation is Wednesday, March 20th 2024. Attendance at the awards presentation is encouraged but not mandatory

If you wish to attend the Awards ceremony, you will need to purchase tickets to that event.

## Privacy Policy

Business East Tamaki will handle personal information submitted with entries in accordance with its privacy policy. Information provided will be held in confidence for the purposes of the Awards submission only.

By submitting an entry to the East Auckland Business Awards, nominees acknowledge that they have read, understood and agreed to these terms and conditions.