**DIY Week Awards 2016 – Product Booking Form**

**DIY Week Awards 2016 – Retailer Entry Form**

**Tuesday, February 16 - Ricoh Arena Coventry**

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**What are the DIY Week Awards all about?**

Recognising and applauding brilliant businesses! So, if you run (or work for) a hardware retailer, garden centre, DIY superstore, tool shop, decor retailer, security retailer or any other retail home improvement or garden business, you could be a potential DIY Week award winner.

What makes a brilliant business? Motivated staff, excellent premises, terrific range, competitive prices, superb customer service and product knowledge, inspired marketing… and much more.

And we also want to know about improvements to businesses, whether that’s a new branch opening, an acquisition, a new store format, a major refit (or even a minor one!), new merchandising plans, new point of sale, staff training and incentive schemes, website launches, new staff uniforms, new EPOS or stock control systems, new market sectors, new advertising and promotional campaign, and so on.

But this list isn’t comprehensive, because we don’t know what you might have done to improve your business. It might be none of these things – or lots of small improvements. You tell us!

What do I need to do?

It’s simple. To fill out section 1, click the check boxes to choose your category, type over the grey areas to enter text and use the tab key to move to the next area. If you have any difficulty with this please let us know.

Sections 2 & 3 are where you get the chance to tell us more about the great things that have been happening within your business. We have given you some headings as a guide, don’t worry if you don’t have something to say about each of the headings - our judges know you don’t have to be making changes in all areas to have a successful, thriving business and there is no one, magic formula to a winning retail business.

We appreciate that, once completed, this document may be too large a file size to send by regular email, so you may also send this information via Dropbox, We Transfer or similar file sharing software. If you would like details on how to do this please get in touch.

Please email all entries to Fiona Garcia – [fgarcia@datateam.co.uk](mailto:fgarcia@datateam.co.uk) and please be sure to include the name of your business preceded by **DIY Week Awards 2016** in the subject line. Entry forms must be received by Friday, October 17 at the latest.

**Best of luck!**

Fiona Garcia

Editor, DIY Week

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**DIY Week Awards 2016**

**Retailer Entry Form**

**Section 1 – About your business**

Category entered:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Hardware Retailer of the Year |  | Garden Retailer of the Year |
|  | Tool Retailer of the Year |  | Decor Retailer of the Year |
|  | Retail Communicator of the Year\* |  | Security Retailer of the Year | |

\*Retail Communicator of the Year entries should focus on initiatives which are specifically to do with helping and advising your customers whether it’s face to face, in print, or online.

Name of business:

|  |
| --- |
|  |

Contact name:

|  |
| --- |
|  |

Address:

|  |
| --- |
|  |

Website:

|  |
| --- |
|  |

Phone number:

|  |
| --- |
|  |

Contact email:

|  |
| --- |
|  |

For the second year running the DIY Week awards will be returning to the Ricoh Arena alongside the Totally DIY and Totally Tools exhibitions. We are working towards creating the business and social focal point for the industry and so would be grateful to know:

|  |  |  |  |
| --- | --- | --- | --- |
| I am already registered to visit |  | I am interested in visiting the Totally Shows 2015 |  |

Could you also tell us if you are a member of the BHF or GCA (indicate membership by ticking the box below)

|  |  |  |  |
| --- | --- | --- | --- |
| BHF |  | GCA |  |



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**Section 1 – About your business - continued**

Type of business (e.g. DIY multiple, independent hardware store, independent garden centre):

|  |
| --- |
|  |

Your offer – please include details of your product range:

|  |
| --- |
|  |

Main suppliers/brands (maximum of 6):

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |

Annual turnover: Number of stores:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Brief history of the business:

|  |
| --- |
|  |

What do you think makes you DIY Week’s Retailer of the Year in your chosen category?

|  |
| --- |
|  |

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**Section 2 – Further information**

This is where you get the chance to tell us about all the great things that are happening within your business. In your entry please highlight for the judges any achievements, initiatives and examples of where you believe your business excels or goes the extra mile. **We have given you some prompts but, remember, no heading is compulsory – it comes down to whatever is relevant to your business**. Similarly, this list is by no means exhaustive, so feel free to include anything we may have missed that helps you demonstrate why you should be named DIY Week Retailer of the Year in your chosen category.

NB: Where talking about an improvement or change you have made that has benefitted the business, our judges would love to see what positive impact this has had – we don’t necessarily need exact figures, just percentage increases will do.

You may wish to consider touching on the following areas in your entry:

* In-store offer
* Merchandising
* Staff training & incentives
* Customer service
* Marketing and events
* Interaction with your local community/ charity fundraising
* Digital/multi-channel activities (Social media activity, online presence and services, ways in which you support your in-store offer via other channels, eg. click & collect, live stock check online, delivery, mobile retailing, call centres, etc?)
* Improvements in financial performance
* Plans for the year ahead

We are happy for you to provide this information in any format you like but a word document is preferable.

**Section 3 - Supporting material**

The judges request images to support each entry. Please include:

* External shots of your retail business, including signage and shop window displays
* Internal shots, including shop counter and general shelving or product displays
* Images that help demonstrate any of the key developments you have discussed in your entry, i.e new staff uniforms, a revamped department in store, new store layout or signage, etc.

You may also wish to support your entry with the following. Please supply as separate attachments:

* Financial summary for the past three years
* Examples of promotional material or advertising
* Press cuttings or coverage in local or trade news
* Screen grabs of your company’s website
* Customer or supplier testimonials
* Any further images you think relevant

Please supply this supporting information as either jpeg or pdf files