



Independent Retailer of the Year 2019

Open to all owner operated retail stores with no more than two outlets, where the business owners have sole responsibility for all business decisions.

This award recognises the best independent retail store in Ilkley, taking into account strong financial performance, excellent product knowledge and great customer service. The judges will be looking for evidence of what sets them apart from other stores.

Please provide any information you feel would be relevant to your entry including details of the following:-

Achievements in the last 12 months

Please give a brief summary of your biggest achievements in the last 12 months.

Basic Business Information and Financial Summary

Please provide an outline of your business activities and a summary of financial trends for the last 3 years. If your business has been operational for a shorter time, it is perfectly fine to provide information on your performance since opening. Specific figures are not required and be assured that this information will be completely confidential. Whilst a greater level of information will give more to judge you on, please provide the level of information you are comfortable with.

You and Your Team

Explain how you engage and motivate your team and give direction to the organisation. Tell us about any staff reward schemes or how you encourage your employees to make suggestions for improvements.

Customer Loyalty

Give details of how you build a relationship with your customers and develop customer loyalty. Explain about any products or services which set you apart from your competitors.

Planning For The Future

Tell us how you go about making plans for the medium and longer term and where you see your business in say 3 or 5 years.

Other Supporting Information

Please provide any additional information that you think may be relevant to your application. Perhaps you have a quirky approach to marketing or your business is involved in the local community?

Award Sponsored by The Wheatley Arms

