

**Business Excellence in Retail Trade**

**Entry Form Part Two**

This Award recognises a successful retail business which exceeds customer expectations. The judges seek to understand that business’ competitive advantage and consider evidence of how that has enabled the business to be profitable.

**Please download this Entry Form (Part Two) onto your PC, Laptop or other devices.**

Completed Forms (1 and 2 for entries in Categories 1 to 13) and Form 2 for entries in Categories 14 to 18 must be sent to [**iba2021chipdawson@xtra.co.nz**](mailto:iba2021chipdawson@xtra.co.nz)

**Please do not fax, post, courier or send the completed forms through any other source.**

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| **Name** |  |
| **Position** |  |
| **Organisation** |  |
| **Physical Address** |  |
| **Postal Address** |  |
| **Email** |  |
| **Telephone** |  |
| **Fax** |  |

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| **Business Excellence in Retail Award (750 words)** |
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| 1. Describe your retail business’s product and service advantage and provide examples. |
| 1. Outline your plans to attract more customers and grow your retail business. |
| 1. Give examples of a critical success factors that makes your business a standout retailer. |