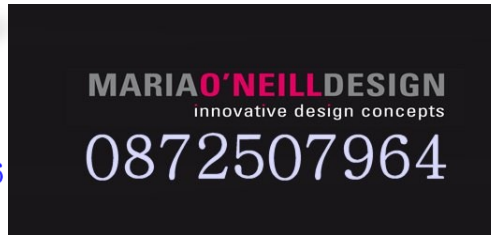


Application Form



SPONSORED BY



Type of business

Shopping centre

'High St'

Village/Rural

(Please tick most appropriate)

Name of Business _____

As you wish it to appear on any award.

Email address _____

Mobile phone number _____

Business phone number _____

Participation fee enclosed

€120

EVERY STORE WILL RECEIVE A REPORT OF THE JUDGE'S FINDINGS THAT CAN BE USED TO IMPROVE YOUR CUSTOMER OFFERING

Entrants must be current members of ACBI and paid up in respect of each and every shop entered. Judging will take place the last week in August/ first in September

1) Mystery shop 90%.

Independent judge visits would take place unannounced but between 10am and 4pm.

Main emphasis; customer's eye view, appearance of premises, product display, uniforms, greeting and interaction with customer, recipes, cooking tips and information.

While the mystery shopper is a once off visitor, you should treat all your customers as a "Mystery Shopper", every day.

Signage 10%

Posters, Information Signs, Traceability, Origin of Product, Pricing of Product

To inform the customer about your business and the products and services you offer in an open, transparent and informative way, and to help them purchase from you based on an informed decision. Have everything priced, with as much information as possible.

Awards : Star Shop Overall

Three shop categories.

Shopping Centre, 'High St' and Small town/ Rural.

TOP 20 Shops based on judges marks.

Every shop entry will go into a draw and 5 FREE shop audits by Maria O'Neill Design will be awarded

**Entries to arrive by 28th of August. Send to : ACBI Teagasc Ashtown Dublin 15 or fax to 018682822
Payable by cheque, Paypal, credit or laser card or electronic transfer.**