



# Application Form

**CLOSING DATE  
FOR ENTRIES  
WEDNESDAY JUNE 20th**

## Type of business

Shopping centre

'High St'

Village/Rural


(Please tick most appropriate)

Participation fee enclosed

**€200**

Yes

No

Name of Business \_\_\_\_\_  
*As you wish it to appear on award*

Email address \_\_\_\_\_

Mobile phone number \_\_\_\_\_

Business phone number \_\_\_\_\_

### PLEASE TICK THE BOX

I agree for my business name and contact details to be used for all ACBI's competition marketing and communication activities and shared with third parties involved and associated with this competition i.e. mystery shopper company, sponsors and other promoters:

**Entrants must be current members of ACBI and paid up in respect of each and every shop entered. Judging will take place upon first visit in late June/early July and the second visit in September. Results will be combined to make up the overall mark.**

### Basic Criteria

#### Mystery Shop :

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

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

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

#### Signage & Communication:

**Posters, Information Signs, Traceability, Origin of Product, Pricing of Product etc.**

You should inform the customer about your business and the products and services you offer in an open, transparent and informative way; thus helping them make an informed purchasing decision. It is advised that you have everything priced, with as much information as possible.

#### Awards:

- ⇒ Overall Craft Butchers Star Shop of the Year Award
- ⇒ Best in each shop category:

✓ Shopping Centre

✓ 'High St'

✓ Small Town/ Rural

⇒ Up to TOP 10 Shops based on judges marks

**See Sample  
Audit Form  
attached**



**Closing Date for entries is Wednesday June 20th 2018**

Send Completed Form by post to ACBI, Ashtown Food Research Centre, Teagasc, Ashtown, Dublin 15 or by email to julie.cahill@craftbutchers.ie

**P.T.O**



## CRAFT BUTCHERS STAR SHOP 2018/19 'BE THE BEST'

**MYSTERY SHOPPER IS OF KEY IMPORTANCE IN DEVELOPING AND MAINTAINING A CUSTOMER FOCUSED BUSINESS**

### MYSTERY SHOPPER BENEFITS

- Mystery shopper is a vehicle to communicate to your employees your customer strategy.
- It teaches your employees to be more customer focused.
- It can act as an educational and motivational aid for you and your employees.
- It gives you (and your employees) an understanding of employee performance.
- Each audit gives you constructive feedback allowing for continuous assessment and improvement of customer service standards.
- It monitors overall shop physical conditions from the customers perspective.
- It helps you to evaluate standards and to set standards, thus helping you to ensure consistent quality product and service delivery.
- It identifies training needs and potential sales opportunities.

**'A fresh look at your shop'**

Star Shop Awards will take place at our Craft Butchers Gala Dinner & Awards October Sunday 28th, location tbc



## CRAFT BUTCHERS STAR SHOP 2018/19 'BE THE BEST'

### STAR SHOP OUTLINE

ACBI's mystery shop programme focuses on the building and maintenance of customer service standards, our programme allows for feedback and encourages continuous improvement.

### FORMAT

- 2 x Mystery Shop Visits (1st visit late June/early July, 2nd visit September).
- Detailed feedback will be provided after each visit in written format and there will also be the option of talking with our mystery shop representative on a one to one basis over the phone.
- Feedback after the initial visit allows you time to make any improvements before the next visit.
- To sign up please fill in entry form enclosed.

**'A fresh look at your shop'**

Star Shop Awards will take place at our Craft Butchers Gala Dinner & Awards October Sunday 28th, location tbc