



# Application Form

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## Type of business

Shopping centre

'High St'

Small town/Rural

(Please tick most appropriate)

Name of Business \_\_\_\_\_  
As you wish it to appear on certificates plaques etc

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

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

Participation fee enclosed

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

### Rules

Entrants must be current members of ACBI and paid up in respect of each and every shop entered.

Note. Some categories will be counted against a total of marks and then converted to the appropriate percentage. Fractions will be reckoned

#### **1) Mystery shop 55%.**

Judging sheet enclosed. Visits would take place unannounced but between 10am and 4pm.  
Main emphasis; customer's eye view.

#### **2) ACBI signage 15%**

Using a base of 40 marks. Assessment by mystery shopper

Marks for the following in good condition;

Current year sticker	5	Current posters	5
Oval craftbutcher	5	Price tickets	5
Long window	5	Craftbutcher bags	10
Logo as shop feature (shop front, floor, fascia)	5	Old, unsightly, damaged material in any category	Up to 10 deduction

Bonus of 5 marks for outstanding or innovative use of ACBI images (to be judged by mystery shopper, but total not to exceed 40 marks. These will then be converted to % of the 15% allocated for this section

**Entries to arrive by 24th August. Send to : ACBI Teagasc Ashtown Dublin 15 or fax to 018682822  
Payable by cheque, credit or laser card or electronic transfer.**

### **3) Regulatory Compliance 5%**

Participants will be invited to answer a series of questions and make a declaration on compliance with;  
Food Safety Regulations 5%  
Health & Safety requirements 2.5%  
Employment law 2.5%

Participants will be marked out of 10 and the relevant percentages applied including fractions, e.g. 7/10 on food safety would yield 3.5%

### **4) IT use;**

Marked out of 20  
Website 10  
Email user 5  
Other innovative in-shop technology 5

### **5) Participation in ACBI events 15%**

#### **Competitions 10%**

40 marks, then converted to % and allocated to 10%

Participation 10  
Any award 5  
National award 10  
Overall winners 15 (Highest award prize only)

Example a person entering one competition and winning a national award gets 20 marks  $20/40=5\%$

A person entering 3 competitions and who does not get any award or a person entering 2 competitions and getting a basic award in each gets 30 marks=7.5%,

A person entering 2 competitions and getting a national award in each gets 40 marks=10%. It is not possible to get more than 40 marks no matter how well you do.

#### **Training events 5%**

Marked out of 10

One point for each ACBI training or other event attended by any shop staff member; maximum 1 point for event up to 10. Thus 10 events is worth 5%, 4 events 2%, 5 events 2.5% etc. Occasional points may be awarded for specific events e.g. attendance at IFFA, SHOP and other events may be applied for on merit.

Awards

Three shop categories.

Shopping centre, 'High St' and small town/ rural.

Awards as follows; per above categories

Best in county  
Best in region  
National,

And overall winner all categories

Plaques awarded for highest achievement only up to National

**All entries must be paid for in advance and all entrants must be fully paid up members of ACBI  
€120 per shop.**