

STORE OF THE YEAR AWARD 2019



At our Gala Ball on the 23rd March 2019 at Limerick's Strand Hotel, we will have a few Select Awards. **The Store of The Year** award is open to all members of the Association of Fine Jewellers.

Applications may be submitted either by downloading this entry form and posting back to Damian Duggan at Association of Fine Jewellers, 29 Annesley Bridge Road, Fairview, Dublin 3, D03TN56 or by submitting this form online through the Association website www.associationoffinejewellers.ie **All entries may include one exterior and one interior image of the store if desired.**

Award applicants should demonstrate how their business excels in the following

- ❖ Customer service
- ❖ What initiatives the business uses to attract and retain customers
- ❖ Best practice in encouraging employee engagement
- ❖ Contribution and involvement within the local community.

APPLICATION: Please complete each question 1- 6 keeping each section to within 300 words.

Q1. Why do you feel your store should be considered for retail Jewellery store of the year

Q2. Examples of initiatives taken within your store to improve standards of customer service

Q3. Improvements taken in your stores environment that has enhanced the customer experience.

Q4. Examples of employee engagement.

Q5. Your key product or service offering. What sets you apart from your competitors.

Q6. Any further information you feel would support your application.

The Judging process

- ❖ All entries must be received by **22/2/2019** (by post) or **24/2/2019** on line
- ❖ Two images, one exterior & one interior of your store may be included with each application
- ❖ All entries will be reviewed by **01/03/2019**, when 3 finalists will be selected and notified.
- ❖ The three finalists will be visited before **10/03/2019** where we will shoot a short video to show at the Ball
- ❖ Videos & the winning store will be announced at the Association's Gala ball in Limerick on March 23rd