



## **COFFS COAST BUSINESS AWARDS 2025 - ENTRY FORM**

### **Category - RETAIL**

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

### **RETAIL**

The Retail award showcases the highest achievements in retailing. This category is looking for best practice in merchandising, customer service, and marketing and how these activities have impacted your sales performance.

#### **Questions:**

1. What is unique about your business? Max Word count: 400
  2. What strategies / procedures do you employ to achieve excellent customer service? Max Word count: 400
  3. Describe what marketing campaign / strategies you have initiated and what was the outcome? Max word count: 400
  4. What is the most significant result or achievement in terms of results to date? (Sales, customers, revenue, deals, growth). Max word count: 400
- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
  - You will use your email account to upload your completed Entry Forms.
  - You must also submit 1 landscape image in JPG format.