

Pet Business



The 6th Annual Retailer Excellence Awards

The Retailer Excellence Awards are designed to honor outstanding independent pet stores in a variety of categories.

The winners will be determined by a committee comprised of Global Pet Expo and Pet Business staff members. The results will be announced and awards will be presented at the Global Pet Expo annual breakfast, held on March 23, 2017 at 8:00 a.m. at the Orange County Convention Center in Orlando, Fla.

Nominations may be submitted by retailers, manufacturers, reps and distributors.

Submitted By: _____
(name, company, phone #)

Name of the store: _____

Owners: _____

Number of employees: _____

Number of locations: _____

Address: _____

Website: _____

Email: _____

Phone: _____

Years in business: _____

Please complete the nomination ballot and submit, along with additional materials requested per category to:

Pet Business ■ Attn: Mark Kalaygian
333 Seventh Avenue, 11th Floor, New York, NY 10001
Email: mkalaygian@petbusiness.com
All ballots must be received by February 22, 2017.



Please check the box for the categories you wish to be considered for and include all nomination requirements with your submission.

Limit three categories per retailer.

1. BEST OVERALL SINGLE-STORE RETAILER

This award recognizes a single-store retailer that excels in sales, customer service, store design, merchandising and community service. Nominees should also provide a clean, safe and professional environment for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Single-Store Retailer, please provide the following information about the store:

Tell us why the store should win best overall pet specialty retailer, attach photos of various features of the nominated store, and any relevant marketing materials and customer testimonials you wish to include.

2. BEST OVERALL RETAILER (2-10 STORES)

This award recognizes a multi-unit retailer with between two and 10 stores that excels overall in sales, customer service, store design, merchandising and community service. Nominees should also provide clean, safe and professional environments for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Retailer (2-10 stores), please provide the following information about the operation:

Tell us why this business should win best overall retailer (2-10 stores), attach photos of various features of the nominated stores, and any relevant marketing materials and customer testimonials you wish to include.

3. BEST OVERALL RETAILER (10 OR MORE STORES)

This award recognizes a multi-unit retailer with 10 or more stores that excels overall in sales, customer service, store design, merchandising and community service. Nominees should also provide a clean, safe and professional environment for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Retailer (10 or more stores), please provide the following information about the operation:

Tell us why this business should win best overall retailer (10 or more stores), attach photos of various features of the nominated stores, and any relevant marketing materials and customer testimonials you wish to include.

4. BEST MERCHANDISING

This award recognizes a retailer that demonstrates outstanding creative techniques to promote sales and services.

To be considered for Best Merchandising please provide the following information about the store:

Please include photos of well-merchandised areas of the nominated store and describe your merchandising strategy.

5. MULTI-SERVICE EXCELLENCE

This award recognizes a retailer that effectively offers and implements a broad spectrum of services to their customers, including but not limited to grooming, training, boarding, etc.

To be considered for Multi-Service Excellence, please provide the following information about the store:

Describe your approach to providing services, attach photos related to the service offerings of the nominated store and any relevant marketing materials and customer testimonials you wish to include.

6. BEST MARKETING

This award honors a retailer that effectively executes sales and promotional techniques to attract customers and increase sales. Recognition should be given for effective use of advertising and PR mediums including print, digital, electronic, and social media.

To be considered for Best Marketing, please provide the following information about the store:

Include some examples of the store's marketing materials (e.g. promotional flyers, signage, event photos, etc.) and describe your marketing strategy.

7. BEST CUSTOMER SERVICE

This award honors a retailer that provides an unmatched level of customer service. Recognition should be given to staff that addresses the needs and questions of pet owners in a knowledgeable way, demonstrates familiarity with products and services, and effectively handles issues or concerns in a productive manner.

To be considered for Best Customer Service, please provide the following information about the store:

Please describe your approach to customer service, including references to specific instances where the store staff went above and beyond to ensure a satisfied customer. Customer testimonials must be included as well.

8. BEST STORE DESIGN

This award honors a retailer that demonstrates excellence in overall store design. Aspects of the store that will be considered include merchandising displays, store layout, curb appeal (including window displays), lighting and fixtures.

To be considered for Best Store Design, please provide the following information about the store:

Please include photos related to the nominees' store design and describe your approach to providing an attractive shopping environment through store design.

9. BEST COMMUNITY SERVICE

This award recognizes a retailer that has made a connection with its community through involvement in a variety of events and/or causes that reach out beyond their store. Efforts should demonstrate fellowship, integrity and a clear demonstration that the store is committed to giving back to its community.

To be considered for Best Community Service, please provide the following information about the store:

Describe how your store partners with charities/organizations and gives back to the community.

10. BEST LIVE ANIMAL RETAILER

This award recognizes a retailer that excels overall in sales, customer service, store design, merchandising and community service. Nominees should also provide a clean, safe and professional environment for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Live Animal Retailer, please provide the following information about the store:

Tell us why the store should win best live animal retailer, attach photos of various features of the nominated store, and any relevant marketing materials and customer testimonials you wish to include.

Retailer Excellence Awards

All ballots must be received by **Feb. 22, 2017**

Please complete the nomination ballot and submit, along with additional materials requested per category to:
Pet Business ■ 333 Seventh Avenue, 11th Floor, New York, NY 10001 ■ Attn: Mark Kalaygian
Email: mkalaygian@petbusiness.com