

## FBD Business Awards in association with Dungarvan & West Waterford Chamber

### Criteria: Retailer of the Year

This award is open to all retailers who want to be recognised for their exceptional and unique customer offering. The winner will be able to demonstrate their individuality and innovation in merchandising, product range, services and a real understanding of their customer needs.

Mystery shoppers will judge how well the product range and services reflect the type and size of the store. Stores will gain higher scores by providing value added services which customers may not expect to find in a store their size.

Criteria	%	Criteria Content
General	5	Opening hours; available services and facilities; car parking; ease of access, convenience and signage, health and safety standards.
Image	10	First impressions; standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity; staff availability and presentation.
Product	20	Key departments; product range; brands; quality of fresh produce; out of stocks; control of dated stock; hygiene standards;
Merchandising	15	Overall standard of merchandising; presentation of each department; pricing; shelf talkers; promotions; use of point of sale materials; logical product layout.
Store Services	20	Ease of use; bag packing/gift wrapping; delivery service; ordering facility; range of services on offer.
Customer Care	25	Product knowledge; efficiency; customer service, customer interaction; selling skills; friendliness; willingness to help.
Overall Experience	5	The customer experience; lasting impressions.