



# Best New Entrant of the Year

The 'Best New Entrant of the Year' will be awarded to the most outstanding new store that entered the retail scene in Singapore for the first time under a new store name within the qualifying period of 1 May 2017 to 30 April 2018.

#### Judging Criteria:

- Creativeness and uniqueness of the new entrant in terms of how it engages its target customers through its store design, display, merchandising, branding, positioning, etc.
- Excitement in terms of the retail experience
- Success in terms of sales performance / consumer response / objectives met
- Impact on the retail industry in terms of how the new entrant has changed the retail landscape / raised the standards, profile and image of the retail industry in Singapore

#### Eligibility:

- The Award is open to all new 'brick and mortar' stores which have been operating under a new store name in Singapore for less than one year as at 30 April 2018.
- The store must have entered the retail scene in Singapore for the first time within the qualifying period of 1 May 2017 to 30 April 2018.
- The application can be for a retail and/or store, department store, supermarket or hypermarket.

#### Application:

The application must be duly completed, verified by the CEO / Managing Director, and submitted together with the necessary supporting materials to:

**Attn: Ms Mariah Amin**  
**Singapore Retailers Association**  
**1 Coleman Street, The Adelphi #05-11B, Singapore 179803**  
**Closing Date: 31 May 2018**

#### Note:

Incomplete / illegible submissions, false particulars or willful suppression of material facts will render the applicant liable to disqualification, or if awarded, to revocation of the Award.

Please type / write neatly in the space provided, and attach a separate sheet where necessary.

### Details of the Company

Name of Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Name of Contact Person: Mr / Ms \_\_\_\_\_

Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Details of the New Entrant

1. Store Name: \_\_\_\_\_  
Location: \_\_\_\_\_
2. The new store opened for business in Singapore on *(please specify date)*:  
\_\_\_\_\_
3. The new store is a *(please tick one only)*:
- Department store  
 Specialty store *(please specify the product category e.g. apparel, watches, books, etc.)*:  
\_\_\_\_\_
- Supermarket  
 Hypermarket
4. Please explain in no more than 1500 words, why the new entrant deserves to win the Award. To support your submission, please provide the following details:
- i. Objectives for entering the retail scene in Singapore;
  - ii. Creativeness and uniqueness of the new entrant in terms of how it engages its target customers through its store design, display, merchandising, branding, positioning, etc.;
  - iii. Excitement in terms of the retail experience;
  - iv. Success in terms of sales performance / consumer response / objectives met; and
  - v. Impact on the retail industry in terms of how the new entrant has changed the retail landscape / raised the standards, profile and image of the retail industry in Singapore.
5. Please submit the following items:
- i. At least 30 digital images to show the creativeness, uniqueness and excitement of the new entrant (300dpi in landscape orientation, jpeg format on a CD-R or thumb drive); and
  - ii. Any other relevant supporting materials e.g. press coverage.

Note: The quality of the digital images must be good enough for print and video / slide production. Singapore Retailers Association (SRA) reserves the right to use the materials at the Awards Presentation and / or in other ways deemed appropriate. All materials submitted will become the property of SRA and are not returnable.

## Declaration

I declare that the application has been duly completed, and all information given is accurate to the best of my knowledge.

Name of CEO / Managing Director: Mr / Ms \_\_\_\_\_

Company: \_\_\_\_\_

Contact : Email \_\_\_\_\_ DID \_\_\_\_\_ HP: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_