



Best Retail Concept of the Year

The 'Best Retail Concept of the Year' will be awarded to the most outstanding retail concept that was introduced within the qualifying period of 1 May 2015 to 30 April 2016, under an existing / related store name that has been in Singapore for at least one year as at 30 April 2016.

Judging Criteria:

- Creativeness and uniqueness of the retail concept 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 retail concept has changed the retail landscape / raised the standards, profile and image of the retail industry in Singapore

Eligibility:

- The Award is open to all 'brick and mortar' stores which have been operating under an existing / related store name in Singapore for at least one year as at 30 April 2016.
- The store must have introduced a new retail concept within the qualifying period of 1 May 2015 to 30 April 2016.
- The application can be for a storewide concept or innovations within a department.

Application:

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

Singapore Retailers Association
1 Coleman Street, The Adelphi #05-11B, Singapore 179803
Closing Date: 30 May 2016

Note:

Incomplete / illegible submissions, false particulars or wilful 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 Retail Concept

1. The retail concept is featured in:

Store Name: _____

Location: _____

2. The retail concept was introduced in the store on *(please specify date)*:

3. The retail concept is *(please tick one only)*:

A storewide concept

An innovation within a department *(please specify the department)*:

4. Please explain in no more than 3 single-sided A4 sheets, why the retail concept deserves to win the Award. To support your submission, please provide the following details:

i. Objectives for introducing the retail concept;

ii. Creativeness and uniqueness of the retail concept 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 retail concept 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 retail concept (300dpi in jpeg format on a CD-R); and

ii. Any other relevant supporting materials eg. press coverage.

Note: The quality of the digital images must be good enough for print and video / slide production. The 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 the 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 _____

Designation: _____

Signature: _____ Company Stamp: _____ Date: _____