



Global Pet Expo and Pet Business Media Present

# the 2014 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 Media staff members, as well as a panel of select retailers. The results will be announced and awards will be presented at the Global Pet Expo annual breakfast, held on March 13, 2014 at 7:45 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 Media** ■ **Attn: Michelle David**  
**333 Seventh Avenue, 11th Floor, New York, NY 10001**  
**Fax: 646-674-0102** ■ **Email: m david@petbusiness.com**  
**All ballots must be received by January 31, 2014 .**

*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 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 Single-Unit Retailer, please provide the following information about the store:

*Tell us, in 500 words or less, 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 MULTI-UNIT (2-10 STORES)**

This award recognizes a multi-unit retailer with between two and 10 stores that excel 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 Multi-Unit Retailer (2-10 stores), please provide the following information about the operation:

*Tell us, in 500 words or less, why this business should win best overall multi-unit (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 MULTI-UNIT (10 OR MORE STORES)**

This award recognizes a multi-unit retailer with 10 or more stores that excel 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 Multi-Unit (10 or more stores), please provide the following information about the operation:

*Tell us, in 500 words or less, why this business should win best overall multi-unit (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. MERCHANDISING EXCELLENCE AWARD**

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

To be considered for the Merchandising Excellence Award, please provide the following information about the store:

*Please include photos of well-merchandised areas of the nominated store and describe, in 300 words or less, your merchandising strategy.*

**5. MULTI-SERVICE EXCELLENCE AWARD**

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 the Multi-Service Excellence Award, please provide the following information about the store:

*Describe, in 300 words or less, 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. MARKETING EXCELLENCE AWARD**

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 the Marketing Excellence Award, 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, in 300 words or less, your marketing strategy.*

**7. CUSTOMER SERVICE EXCELLENCE AWARD**

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 the Customer Service Excellence Award, please provide the following information about the store:

*Please describe, in 500 words or less, 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. EXCELLENCE IN STORE DESIGN AWARD**

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 the Excellence in Store Design Award, please provide the following information about the store:

*Please include photos related to the nominees' store design and describe, in 300 words or less, your approach to providing an attractive shopping environment through store design.*

**9. COMMUNITY SERVICE AWARD**

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 the Community Service Award, please provide the following information about the store:

*Describe, in 500 words or less, how your store partners with charities/organizations and gives back to the community.*

**10. BEST LIVE-ANIMAL SPECIALTY STORE**

This award recognizes a retailer that excels in sales, promotion, display, concern and knowledge of a dedicated live-animal category. Nominees must exclusively retail one live-animal category and/or supporting products.

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

*Explain in 300 words or less the store's philosophy, promotion and education for the live-animal category. Include photos, relevant marketing materials or care sheets and customer testimonials.*

Retailer  
Excellence  
Awards



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