

QUESTIONS – Kitchen Retailer of the Year/Kitchen Showroom of the Year

These are the questions you will be asked on the online entry form for the kbbreview Retail & Design Awards 2019.

This is for you to use purely as a guide to help you anticipate and write the answers you need to send in.

Our recommendation is to write the answers and then cut and paste them into the online form.

Please answer ALL the questions if at all possible, they have been chosen by the judges to give the most pertinent information they need and skipping some will seriously affect your chances of being shortlisted.

You can write as much as you like for each question, the gap between questions on the online form is not an indication of how much you should write.

Don't forget that you need to upload supporting material such as jpg images of your project or showroom or PDFs of floorplans and elevations. PLEASE label all your files with your project name or company name – it means we can keep the right files with the right entry.

If you have any problems, contact us on awards@kbbreview.com or 0208 515 2113.

What year was your business started?

What is your approximate turnover? (for judges eyes only)

How many full-time staff do you employ?

How many part-time staff do you employ?

Briefly describe your target audience...

Briefly describe specific features that set your business apart from competitors...

Briefly describe the best new initiative you have done in the past 12 months...

What plans do you have for the next 12-18 months?

How big is your showroom?

How many displays are there in your showroom?

Briefly describe your showroom using the 'SHOWROOM' criteria below as a guide...

Briefly describe your location...

Outline the mains brands you sell...

JUDGING CRITERIA

RETAILER OF THE YEAR

The judges score each retailer against the following criteria. Each carries an equal weight towards the final score.

- Demonstrable business success
- Staff policies and training
- Marketing to target audience (includes online)
- Unique ideas and initiative
- Showroom effectiveness for target audience
- Product and supplier choice for target audience

SHOWROOM OF THE YEAR

The judges score each showroom against the following criteria. Each carries an equal weight towards the final score.

- Layout
- Effective use of space available
- Customer journey
- Displays and product choice
- Unique ideas and initiative
- Effectiveness as sales tool
- Customer presentation areas
- Housekeeping