



**BEST SHOPPING EXPERIENCE**

**1. Who Can Enter?**

This category is open to all retail businesses – ranging from large national and international retailers to small, quirky or unusual retail outlets offering a unique experience of York.

Name  
.....

Name of property/business  
.....

Address  
.....

Telephone  
.....

Email  
.....

Website  
.....

Participation in other standard schemes  
.....

The answers to the following questions form the basis of the submission to the Visit York Tourism Awards 2012. The questions should be completed with reference to each piece of supporting documentation. Photographs are helpful to the judges to enable them to visualise your business.. **Please reference supporting documents to the appropriate question.**

## **2. Background**

Please provide a brief history of your business – how long trading, number of staff employed and summary of its development (max 150 words)

## **3. Products and Services**

Please give details of your products and services and what makes them different. How is your store offering an experience of York? (max 200 words)

## **4. Quality & Improvement**

List specific improvements made in the last two years that you have made to your business and what impact did they have eg increase in sales/customer satisfaction (max 150 words)

## **5. Customer Care**

Please describe your customer services procedure and how you respond to your customers' needs and any complaints (max 200 words)

## **6. Employee Training & Development**

What investment has been made in staff training and development within the last 2 years and how has this impacted on your business (max 150 words)

## **7. Future Plans**

Please provide details of any plans to exploit opportunities within your market sector eg future growth and expansion (max 150 words)

## **8. Summary**

Explain why you think you should win this award (max 100 words). Please note this copy may be used for promotional purposes.