

BIM Seafood Retail Business Award

APPLICATION FORM

Applicant Name	
Applicant Address	
Applicant Contact Email	
Landline Phone	Mobile Phone
Business Name	Business Owner / Section Manager
Business address	
Business Website Address / Social Media Addresses	

1. Personal profile

Tell us about yourself, business knowledge and experience of seafood retailing. (Max 150 words)

2. Business profile

Describe your current status and future development plans for the following:

(Each heading should have approx. 5 lines/bullet points which paints a picture of what you are doing currently and have planned for 2017)

MARKETING & PROMOTION (Give examples in bullet point format of "paid for" marketing initiatives like door to door flyers, newspaper adverts, text marketing, etc)

DIGITAL & SOCIAL MEDIA (list in bullet points all the social media platforms you are currently use, and plan to be use for 2017. Show follows or likes numbers beside each)

STAFF UPSKILLING AND DEVELOPMENT (list in bullet points the staff training plans you have for 2017 naming the topics e.g. customer service, fish filleting, management development courses etc)

INNOVATION IN PRODUCT, PROCESS AND SERVICE (list in bullet points any plans you have for innovation or developing new ideas. This could be product development, a new customer service initiative or some new process which makes running your business easier)

USE AND PROMOTION OF LOCAL SUPPLIERS (list 3 local suppliers you are using and beside each state how you plan to highlight them to customer's e.g. main fisherman who supplies you photo and name above counter, names of boats supplying you and how you tell customers about these)

KEY BUSINESS FINANCIAL METRICS (list the following: Projected sales for 2017 for branch being entered in awards, projected % gross margin for 2017, projected wage % for 2017)

FUTURE GROWTH PLANS (state the % year on year growth for 2017 versus 2016 and the main top 3 initiatives which are going to help you deliver this sales growth)

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5. Please tell us why you believe you should be chosen as the winner of the 2018 BIM Seafood Retail Excellence Award. (Max 150 words)

Signed
Applicant

Please attach at least two good quality images to support your application, including one of yourself and the shop / counter.

PLEASE SIGN AND RETURN THE COMPLETED APPLICATION FORM BY POST OR EMAIL TO:

Lorraine O'Byrne
Business Development & Innovation Services
Bord Iascaigh Mhara
PO Box 12, Crofton Road
Dun Laoghaire, Co. Dublin

Tel: 01 2144185/01 2144100
Mobile: 087 2458943
Email: Lorraine.O'Byrne@bim.ie

CLOSING DATE: Close of business Friday 28th APRIL, 2017

OFFICE USE ONLY

Date Received