



Are you managing Ireland's
best seafood retail business?

BIM SEAFOOD RETAIL BUSINESS AWARD 2018

BIM IS FISHING FOR IRELAND'S MOST PROFESSIONAL, KNOWLEDGEABLE AND PROGRESSIVE SEAFOOD RETAIL BUSINESSES. DO YOU FIT THE BILL?

WHO CAN APPLY?

You can apply under two separate categories -

- Independent seafood specialists
- Supermarket seafood counters

Applicants may be owners or managers who show excellence in the business of seafood retailing, including key financial metrics, marketing and promotion, upskilling, innovation and future growth plans.

Each business / retailer may only submit one premises for the competition. For multiple supermarkets you should choose the premises which you feel holds the most potential for the competition.

Applicants must exhibit:

- Excellent seafood product knowledge, customer in-sight, financial acumen and marketing skills.
- The ability to communicate how your business has grown and your plans to further develop.
- Businesses will be assessed under a range of criteria including - marketing plans, digital media plans, staff training, innovation, customer events and key financial metrics.

HOW TO APPLY

Complete the application form and include:

- A profile of yourself, outlining your experience in seafood retailing and business.
- A profile of the shop or counter.
- Plans for future development of the shop or counter.

HOW THE COMPETITION WILL BE JUDGED

ROUND 1

Initial Assessment & Shortlisting

Applicants will be shortlisted based on their written application and plans for the business. All unsuccessful applicants will be notified by post.

ROUND 2

In-depth visit by Seafood business judges

Shortlisted applicants will receive visits by experienced judges to assess their business skills and proposals regarding existing and proposed growth plans.

Eight shortlisted applicants will be chosen by the judges (Four in each category) to proceed to the next stage of the competition.

Shortlisted applicants will then have three months to commence the delivery of these plans.

ROUND 3

Business Showcase Event

Shortlisted applicants will be required to discuss their plans, opportunities and business challenges in front of a panel of expert judges.

This is a great opportunity to discuss your business and gain feedback of how to further develop your business from experts in their field.

The panel will be made up of recognised experts who will both rate the initiatives you have already put into place, and also provide you with bespoke advice related to your own business.

This part of the competition will take place in during the autumn.

ROUND 4

Awards Event and Announcement of Winners

The winner of the BIM Seafood Retail Excellence Award will be announced at an awards event in November.

PRIZES

WINNERS

The winner in each of the two categories will receive a prize package worth over €15,000 to develop their business further, including:

- €5000 to be spent on a pre-approved business growth initiative
 - Specially designed winner's trophy
 - PR support to highlight winner's achievements in national media
- ### Finalists
- Brand review audit and support from branding expert
 - 3 months access to third party PR agency (to devise a PR strategy and execute events)
 - Access to senior level financial advice and expertise
 - Access to HR expert to provide a health check based on legalities plus one mentor session
 - Business health check and diagnostic session
 - Value added seafood study trip to Holland
 - Value added seafood study trip to Holland
 - Specially designed finalists trophy
 - PR support to highlight finalist's achievements
 - Seafood Meal and overnight stay in Dublin as part of the business showcase event
 - Insight and advice to grow your business as part of the business showcase event

CLOSING DATE FOR RECEIPT OF ENTRIES CLOSE OF BUSINESS FRIDAY 28TH APRIL, 2017