

ENTRY FORM QUESTIONS

After you've filled in all your contact details, here's the questions you'll be asked to fill in about your company. While you can save as you go, we recommend writing the answers out and then cutting and pasting them into the online form just in case.

You will also be asked to upload any images you have too. We recommend plenty of the showroom of course, both internal and external, but we also suggest floorplans that show judges the layout.

1. What year did your business start?
2. How big is your showroom?
3. Briefly describe your location...
4. Outline the main brands you sell...
5. How many displays are there in your showroom?:
6. Describe your showroom
7. Describe the customer journey through the showroom...:
8. How have you developed your showroom in the last 12 months?
9. What plans do you have for your showroom in the next 12 months?

These are the criteria the judges will use to score your entry so you might want to consider these when giving your answers.

- Progression and development in the last 12 months
- Layout and effective use of available space
- Customer journey
- Displays and product choice
- Unique ideas and initiative
- Effectiveness as a sales tool
- Housekeeping