

Criteria for Entry

The purpose of Sectoral Excellence Awards is to honour marketing excellence in each of 4 core sectors that comprise contemporary business and your organisation may apply directly for ONE (and only one) category in this group plus up to THREE categories in the Professional Excellence awards group.

This application is intended only for the purpose of preparing and submitting an entry for the Marketing Excellence Award (Retail Sector) 2010. If you would prefer to submit an entry for an alternative Sectoral Excellence award then you should download the appropriate category criteria from www.cimireland.org.

Marketing Excellence Award (Retail Sector) 2010

The retail sector has been one of the fastest growing parts of the economy in Ireland over the last decade and has contributed greatly to the rise in employment. It has also done much to improve the built environment of our cities, towns and suburbs. The diversity of the sector and its capacity to embrace change and to innovate, have been major drivers in its profitability, success and reinvestment programmes.

The Marketing Excellence Award (Retail Sector) honours excellence in retail marketing that serve customers from a domestic base in Northern Ireland or the Republic of Ireland. Thus to qualify for entry, your company must be based in Ireland and be actively engaged in managing retail outlets and serving customers needs, and your application must relate to the output of that business.

To receive a Marketing Excellence Award, the applicant must demonstrate the positive outcome that has resulted from outstanding marketing performance in the last twelve months for the company, division or other unit of management. Applicants will be expected to present evidence of performance output, together with appropriate market research, marketing planning, promotional, sales and distribution programmes, and customer development initiatives that has underpinned that performance. All such information will be treated in confidence.

In evaluating entries for this category, the judges will be especially mindful of the following factors:

- The extent to which the company has adopted a strategic marketing approach to marketing as its success driver;
- How effectively the management team entered a new market, or launched a new project in an existing market; and
- The measures taken to manage market entry and growth, and sustain market share over the next 12 to 36 months.

COMPLETING YOUR APPLICATION

The scope, content and style of your submission is entirely up to you. However it **MUST** include a table that shows the under noted information. You should also refer to the Rules for Entry for further information on layout specification:

Sales Turnover of the Business (data should be specified for last year & your current year, plus forecast for next year)

Sales Turnover of Project Activity (related to this application if the subject relates to a portion of the business – data must be provided for last year & your current year, plus forecast for next year)

Marketing Investment in the Project (committed to the project last year, your current year & forecast for next year)

Marketing Contribution in the Project (sales less marketing investment for each of the three years)

