

What makes a Winner?

The heat is on, the competition fierce; how do you ensure your entry stands out?

1. Which Awards?

- Choose up to three awards that best reflect your strengths
- Focus your application accordingly

2. The Application Form

- Application forms are available in Word from the FARMA website or by calling FARMA.
- Please ensure all parts of the form are complete
- The 'Why I should win' section is crucial – make a strong business case, balanced with points of difference that make you stand out.
- The FARMA awards are about both farming and retailing, and the unique 'wow' factor that be created when the two come together.

3. Photos

- A picture paints a thousand words!
- Make sure they are quality photos, not necessarily professional, but high resolution
- Make sure they are relevant to the specific awards you are entering.
- eg. butchery : show meat, butchers, and animals;
restaurant : show restaurant with customers in it and close up shots of the food.
- Please include one great generic shot of the shop,
- Send on a disc/USB stick where possible as these are easier to copy, print, blow up etc.

4. Supplementary Material

- Eg. menus, newspaper clippings, marketing, short films. See form for more examples.
- Again, make sure this is relevant to your entry, and not in excessive amounts.
- It should be easy to access, on disc or USB stick where possible.

5. The Mystery Shopper Report

- The Mystery Shop is important in the judging process and can swing the judges' decision.
- Informs judges on customer service, staff presentation and overall shop presentation.
- These are also available to purchase, and provide a valuable insight for businesses to improve their offering, motivate and reward staff, and for finalists to up their game even before the judges make their final visit.

6. The Judges' Visit

- This is primarily to ensure that the application is true to the reality.
- They will also be interested in the customer experience.
- The 'wow' factor – they are looking for evidence that makes you stand out.
- Note. the judges' visit is not an in-depth retail analysis

7. Final Application

- You will be sent further guidelines as regards content.
- Pay attention to presentation – you need to stand out!
- This doesn't mean it needs to be boring – individuality is good.

BIG TIP! Always ask yourself, 'Does this make me a winner?'