

Keighley & Airedale

BUSINESS

Awards 2024

Retailer of the Year

These prompts are designed to help you complete and structure your application form but please include any information that you feel is relevant.

Where appropriate, you should also tailor your answers to the category. Remember to tell the story of your business and write with personality to help your application stand out. Good luck!

PART 1: BUSINESS OVERVIEW

WORD COUNT: 150-500 WORDS

When did your business start operating?

Where is your business based?

What does your business do?

Is it product and/or service led?

Who is your target market?

What geographical areas do you reach?

Why do you do what you do? What is your purpose?

What are your values?

How many people do you employ (if any)? How do they support your business?

What plans do you have to develop and grow your business?

What are your short and long term objectives and goals?

PART 2: BUSINESS HIGHLIGHTS

WORD COUNT: 200-800 WORDS

What success stories can your business highlight?

What pivotal moments have shaped your business?

Has your business won any awards or have individuals/teams been recognised for their work?

Has your business overcome any challenges? If so, how?

How has your business grown since its inception?

Can you include any sales figures or financial forecasts to demonstrate growth?

What sets your business apart from its competitors?

How do you support your employees' wellbeing and performance?

What is your business renowned for?

What is your big goal?

SUPPORTING DOCUMENTS

You can upload up to three documents to support your application. This could include customer reviews, testimonials, certificates, social media/press content, plans, data - anything that backs up your application.