

# Pet Business

 **Global  
Pet Expo®**  
March 20-22, 2019  
Orange County Convention Center  
Orlando, Florida

present  
the **8<sup>th</sup>** Annual  
**Retailer  
Excellence  
Awards**



**The Retailer Excellence Awards are designed to honor outstanding independent pet stores in a variety of categories.**

The winners will be determined by a committee comprised of Global Pet Expo and Pet Business staff members. The results will be announced at an awards ceremony and retailer roundtable discussion held on March 21, 2019 at 7:30 a.m. at the Orange County Convention Center in Orlando, Fla.

**Nominations may be submitted by retailers, manufacturers, reps and distributors.**

Submitted By: \_\_\_\_\_  
(name, company, phone #)

Name of the store: \_\_\_\_\_

Owners: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Number of locations: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Years in business: \_\_\_\_\_

**Please complete the nomination ballot and submit, along with additional materials requested per category to:**

**Pet Business ■ Attn: Mark Kalaygian**  
**333 Seventh Avenue, 11th Floor, New York, NY 10001**  
**Email: [mkalaygian@petbusiness.com](mailto:mkalaygian@petbusiness.com)**  
**All ballots must be received by February 21, 2019.**

**Please check the box for the categories you wish to be considered for and include all nomination requirements with your submission.**

**Limit three categories per retailer.**

**1. BEST OVERALL SINGLE-STORE RETAILER**

This award recognizes a single-store retailer that excels in sales, customer service, store design, merchandising and community service. Nominees should also provide a clean, safe and professional environment for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Single-Store Retailer, please provide the following information about the store:

*Tell us why the store should win best overall pet specialty retailer, attach photos of various features of the nominated store, and any relevant marketing materials and customer testimonials you wish to include.*

**2. BEST OVERALL RETAILER (2-14 STORES)**

This award recognizes a small to mid-sized multi-unit retailer that demonstrates an ability to maintain excellence in sales, customer service, merchandising and community service across all of its locations. Nominees should also provide clean, safe and professional environments for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Retailer (2-14 stores), please provide the following information about the operation:

*Tell us why this business should win best overall retailer (2-14 stores), attach photos of various features of the nominated stores, and any relevant marketing materials and customer testimonials you wish to include.*

**3. BEST OVERALL RETAILER (15 OR MORE STORES)**

This award recognizes a large multi-unit retailer that has been able to greatly scale up the excellence it demonstrates in sales, customer service, merchandising and community service across all of its locations. Nominees should also provide clean, safe and professional environments for customers and employees while demonstrating care, concern and knowledge of companion animals.

To be considered for Best Overall Retailer (15 or more stores), please provide the following information about the operation:

*Tell us why this business should win best overall retailer (15 or more stores), attach photos of various features of the nominated stores, as well as any relevant marketing materials and customer testimonials you wish to include.*

**4. BEST MERCHANDISING/STORE DESIGN**

This award recognizes a retailer that demonstrates outstanding creative techniques to promote sales and services. Aspects that will be considered include merchandising displays, store layout, curb appeal (including window displays), lighting and fixtures.

To be considered for Best Merchandising/Store Design please provide the following information about the store:

*Describe your merchandising strategy and approach to providing an attractive shopping environment through store design. Please include photos of well-merchandised areas of the nominated store.*

**5. BEST MULTI-SERVICE RETAILER**

This award recognizes a retailer that effectively combines retail offerings with a broad spectrum of services, including but not limited to grooming, training and boarding.

To be considered for Best Multi-Service Retailer, please provide the following information about the store:

*Describe your approach to providing services, attach photos related to the service offerings of the nominated store and any relevant marketing materials and customer testimonials you wish to include.*

**6. BEST CUSTOMER SERVICE**

This award honors a retailer that provides an unmatched level of customer service. Recognition should be given to staff that addresses the needs and questions of pet owners in a knowledgeable way, demonstrates familiarity with products and services, and effectively handles issues or concerns in a productive manner.

To be considered for Best Customer Service, please provide the following information about the store:

*Describe your approach to customer service, including references to specific instances where the store staff went above and beyond to ensure a satisfied customer. Customer testimonials must be included as well.*

**7. BEST COMMUNITY SERVICE/OUTREACH & PARTNERSHIP**

This award recognizes a retailer that has made a connection with its community through involvement in a variety of events and/or causes that reach out beyond their store. Efforts should demonstrate fellowship, integrity and a clear demonstration that the store is committed to giving back to its community.

To be considered for Best Community Service, please provide the following information about the store:

*Describe how your store partners with charities/organizations and gives back to the community. Please include testimonials from partner charities/organizations.*

**8. BEST LIVE ANIMAL RETAILER**

This award recognizes a retailer that demonstrates excellence in selling live animals as pets. Nominees should provide clean, safe species-appropriate environments for all animals in their care and have a deep understanding of the care requirements of each pet they sell.

To be considered for Best Live Animal Retailer, please provide the following information about the store:

*Tell us why the store should win best live animal retailer, attach photos of various features of the nominated store, and any relevant marketing materials and customer testimonials you wish to include.*

**9. BEST ECOFRIENDLY RETAILER**

This award honors a pet store or chain that demonstrates a strong commitment to taking a sustainable, ecofriendly approach to retailing. Factors that will be considered include ecofriendly business practices, product selection and support of ecological causes.

To be considered for Best Ecofriendly Retailer, please provide the following information about the store:

*A detailed description of how the business contributes to and promotes environmental stewardship. Please include any relevant photos and/or testimonials that illustrate your approach.*

**10. BEST INTERNET MARKETING**

This award honors a retailer that has truly embraced digital marketing to promote their business. Areas that will be considered include online advertising, newsletters, blogs, mobile/text marketing, etc.

To be considered for Best Internet Marketing, please provide the following information about the store:

*Describe how your business has been able to leverage a variety of internet-based resources to reach existing and prospective customers. Please include images of and/or links to any online marketing vehicles you have used over the past 12 months.*

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