

# Entry Form



**AsianTrader**  
AWARDS | 2008

Spirit of the Community Award

Win £2,500 plus  
£1,000  
for your local  
community

**Asian Trader has teamed up with Cadbury Trebor Bassett to find Britain's best community retailer.**

The best neighbourhood retailers forge close bonds with their customers. Through friendliness, dedicated service, local knowledge and involvement, they become part of the social glue that binds the community together. The *Spirit of the Community Award* sponsored by Cadbury Trebor Bassett aims to discover the independent retailer who is doing the most for his/her community. The winner will receive a £2,500 cheque and another £1,000 cheque for his/her nominated local cause, whether that is a school, charity, youth club or a local project.

**To enter simply complete this form along with any information you feel may help you in your nomination. It is imperative you send in three pictures of your store (one outside and two inside) to validate your entry. Please give your completed nomination form to your CTB representative or send to Asian Trader, 1 Silex Street, London SE1 0DW. Entries must be received no later than 19<sup>th</sup> September 2008. Entries after this date will not be accepted.** Thank you for your cooperation and we wish you the best of luck. For further enquiries please contact Tanuja Parekh at *Asian Trader* on 020 7654 7740, email [tanuja@gg2.net](mailto:tanuja@gg2.net) or visit [www.gg2.net](http://www.gg2.net)

1. What have you done over the last three years to develop your business within your community?  
(use a separate sheet of paper if necessary)

2. How have you created a sense of 'local theatre' in your store? (use a separate sheet of paper if necessary)

3. Describe three ways in which you have made your store stand out from the competition  
(use a separate sheet of paper if necessary)

4. What have you done to make your store a vital part of the local community?  
(use a separate sheet of paper if necessary)

5. Give examples of charity/social/ voluntary work you have done or any initiatives you have undertaken? (use a separate sheet of paper if necessary)

6. What future plans do you have to strengthen your links with your community and customers? (use a separate sheet of paper if necessary)

7. If you are selected a the winner of this award, to which charity or project would you donate the £1000 prize and why? (use a separate sheet of paper if necessary)

8. Which manufacturer has done the most to support your business over the last year and why? (use a separate sheet of paper if necessary)

9. Which depot would you nominate as Asian Trader Wholesaler of the Year?

Wholesaler:

Depot :

## INFORMATION ABOUT YOU AND YOUR BUSINESS

1. Type of Business (please tick nearest answer)

C-Store  CTN  Forecourt  
 Off-licence  Supermarket

2. Do you have a liquor licence?

Yes  No

3. Do you have a news bill?

Yes  No

4. Number of outlets?

5. Where is your shop(s) situated?

High St  Town suburb  Housing estate

Other (specify) \_\_\_\_\_

6. How long have you been trading?

7. What is the size of your shop?

Under 500 ft<sup>2</sup>  500 to 1000 ft<sup>2</sup>

1000 to 2500 ft<sup>2</sup>  2500 to 5000 ft<sup>2</sup>

Over 5000 ft<sup>2</sup>

8. Do you get your supplies from:

Cash and Carry  Delivered Wholesaler

Direct from manufacturer

9. Which Cash and Carry(s)/Wholesaler(s) do you use? Please write in name(s)

\_\_\_\_\_

\_\_\_\_\_

10. Do you belong to a Symbol or Buying Group?

No  Yes

Which Group?

11. Do you have EPOS?  Yes  No

12. Do you intend installing EPOS in your store?  Yes  No

13. Do you use a computer at work on a day to day basis?  Yes  No

14. Do you use the Internet at work on a day to day basis?  Yes  No

15. Do you have broadband connection?

Yes  No

16. How do you intend to utilise the Internet to develop your business in the future ?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. Do you visit trade websites regularly?

Yes  No

If yes which ones?

\_\_\_\_\_

\_\_\_\_\_

18. Would you like to receive regular email from Asian Trader with special promotions?

Yes  No

If yes, email address:

\_\_\_\_\_

19. Would you like to receive regular text messages from Asian Trader with special promotions?

Yes  No

If yes, mobile number:

\_\_\_\_\_

\_\_\_\_\_

20. How do you get information on products to stock in your store?

Sales people

Article in trade press

Ads in trade press

Direct mail

Wholesaler

Other

21. Which languages do you prefer to read in?

English  Gujarati  Urdu

Punjabi  Hindi  Tamil

22. Which of the following categories do you stock in your business?

Toiletries  Vitamins

Beauty Products  First Aid

OTC Medicines

Babycare Products

Skincare Products

*‘Serving the local community is a particular strength of the independent retailer. Since I opened my store, I have always tried to serve my local community in any way that I could. I see it as a great honour to have won the Asian Trader Spirit of the Community Award.*

*It is very satisfying to be recognised and rewarded for our efforts, achievements and all the hard work we have put in. ’*

**Nita Shah, last year’s winner of the Asian Trader Spirit of the Community award**



### COMPETITION RULES

1) All readers of *Asian Trader* who are owners/managers of grocery, off-licence, CTN, wholesalers and shops may enter this competition. 2) Prizes will be awarded to the trader who, in the opinion of the judges, attained the highest marks in the various categories of the competition. 3) All entries must be made on the official entry form only. 4) All shops which qualify for the final short-list will be visited by the judges. 5) The Awards will be presented at the Asian Trader 23rd Anniversary Dinner on Tuesday 11th November 2008 at the Grosvenor House Hotel, Park Lane, London. Winners will be announced at the dinner only, no prior intimation about the winners will be given. 6) All winners will be listed in *Asian Trader*. 7) Closing date for entries is 19th September 2008. 8) The competition is not open to employees, agents or associates of Cadbury Trebor Bassett and Asian Trade Publications or employees or associates of agencies connected with the competition. 9) The decision of the judges will be final and no correspondence will be entered into regarding the competition. 10) The title Asian Trader Awards is the copyright of Asian Trade Publications Ltd.  
*To reserve seats or a table at the Asian Trader Anniversary Dinner please contact Daksha Ganatra at Asian Trader on 020 7654 7743.*  
*The Awards will be made to individuals or companies worthy of recognition. It is perfectly acceptable to nominate yourself, your shop, or your company.*  
**Please submit your entry as soon as possible - no later than 19th September 2008. No late entries will be accepted.**

### Block capitals please (all fields **MUST** be completed)

Mr/Mrs/Ms/Miss First Name \_\_\_\_\_ Surname \_\_\_\_\_ Age \_\_\_\_\_

Job Title:  Owner  Manager  Other \_\_\_\_\_ Spouse/Partners Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel. \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax:: \_\_\_\_\_ email: \_\_\_\_\_

**Sign here if you wish to receive a FREE regular copy of Asian Trader. (Even if you receive Asian Trader you must register by signing below)**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

I have read the rules and agree to abide by them. Registered readers get priority on our mailing lists