

OUTSTANDING FILIPINO RETAILERS 2016

DEAR NOMINEE:

PLEASE SPEND A FEW MOMENTS TO GIVE THE BOARD OF JUDGES AN IDEA OF YOUR ACCOMPLISHMENTS IN THE LAST TWELVE MONTHS. PLEASE SUBMIT ON OR BEFORE MAY 29, 2015

1. How much did your retail business grow in terms of annual sales from year-to-year?

From 2013 to 2014 Negative growth to zero from 2014 to 2015 Negative growth to zero
 + 1% to 5% + 1% to 5%
 more than + 5% more than + 5%

2. Did you launch any major marketing program in the last 12 months which substantially increased your sales turnover, market share, etc.?

NO YES
IF YES, please elaborate (attach another sheet if necessary):

3. Did you hold regular training seminars for your sales staff?

NO YES
IF YES, is it done: in-house out-house w/ experts

4. Please give an indication of your level of Advertising and/or Publicity expenses as a percentage of annual sales:

None 1%-2% more than 2%

5. Have you launched any e-business related program with encouraging results?

NO YES

6. Have you undertaken any new IT/Technology related programs to improve efficiency and productivity?

NO YES
IF YES, please identify (attach another sheet if necessary):

7. Have you started a new store concept this year?

NO YES
IF YES, please elaborate (attach another sheet if necessary):

8. Did you undertake or support any socio-civic programs in the last twelve months?

NO YES
IF YES, please identify (attach another sheet if necessary):

9. Please list any major industry awards, citations, etc. that your retail organization received in the last twelve months. (attach another sheet if necessary)

Award

Given by

Submitted by: COMPANY: _____
NAME : _____
POSITION: _____
TEL. NO. : _____
FAX NO. : _____
EMAIL : _____

Authorized by: NAME : _____