



# Application for Pet Product News' Retailer of the Year

Application Due Date: May 24, 2024

## General Information

Business name: \_\_\_\_\_

Contact person's name and position or title: \_\_\_\_\_

Do you read Pet Product News International regularly?  Yes  No

Address (if more than one location, please provide all addresses):

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

How is your website used?

Information  Product sales  Information and product sales

Number of stores as of Dec. 31, 2023: \_\_\_\_\_

Sales-floor square footage: \_\_\_\_\_

If two or more stores, what's the average sales-floor square footage? \_\_\_\_\_

Number of employees: Full time: \_\_\_\_\_ Part time: \_\_\_\_\_

## Inventory & Services

**Products carried** (check all that apply):

- Avian
- Boutique
- Cat
- Dog
- Small Mammal
- Herp
- Equine
- Pond
- Wild Bird
- Freshwater Fish
- Saltwater Fish
- Shelter/Rescue animals
- Other (describe)

\_\_\_\_\_

\_\_\_\_\_

**Pets sold** (check all that apply):

- None
- Bird
- Cat
- Dog
- Small Mammal
- Herp
- Pond
- Farm Animals
- Freshwater Fish
- Saltwater Fish
- Shelter/Rescue Animals
- Other (describe)

\_\_\_\_\_

\_\_\_\_\_

**Services offered** (check all that apply):

- Adoption Days
- Grooming
- Boarding/Dog Daycare
- Delivery
- Obedience Training
- Agility Training
- Pond Setup
- Water Testing
- Aquarium Setup
- Aquarium Maintenance
- Nail and Wing Trimming
- Veterinary Services
- Educational Seminars
- Other (describe)

\_\_\_\_\_

## About Your Business

Copy and paste the below questions and send your answers in a Word document or PDF  
Alternatively, you may fill out the submission form online

**KEY DISTINCTIONS:** What makes your store special and unique? And what about your business makes you most proud?  
(Your response should be a minimum of 250-300 words.)

**KEY STRENGTHS:** Briefly identify the key strengths your business possesses that enable you to build your brand and keep customers loyal.  
(250-300 words minimum)

**COMPETING IN THE MARKETPLACE:** What steps did you take in the past year to more effectively compete in your market? Why did they work?  
(250-300 words minimum)

**CONSUMER EDUCATION:** Describe in detail the various methods you use to educate your customers on products that promote animal health and welfare. (250-300 words minimum)

**PET RESCUE AND ADOPTIONS:** Describe any involvement in the area of pet rescue and adoptions, whether it is in-store, through donations or via outside events.

**COMMUNITY SERVICE:** Describe in detail your involvement in humane, professional and/or service groups in the past year and currently.

**GROWTH:** Have you done anything in the past year to expand or improve your business (including hiring staff, remodeling, expanding location(s), adding a new location, acquiring a new location or other retail business, etc.)? Please elaborate.

**CUSTOMER TESTIMONIALS:** Please provide two or three customer testimonials. The customer should provide a short paragraph about why they love your store.

**SOCIAL MEDIA AND WEBSITE:** In what ways do you engage your customers and your community through your website and on social media? Please elaborate and, if applicable, please provide an example of a successful social media campaign.

**ONLINE SALES:** If applicable, please describe the e-commerce component of your business and how it fits into your overall market strategy.

**PROMOTIONS AND MARKETING:** Describe in detail two or three of your most successful and innovative marketing efforts or in-store promotions in the past year. Explain why they were a success.

**HONORS:** What honors or awards has your business been given? How has it been recognized?

**TRAINING:** Describe in detail your employee-training procedures.

**Photos:** Please attach photos of the interior and exterior of the store(s), as well as any photos you have of store events and merchandising displays or end-caps.

**Marketing Materials:** Please attach any relevant advertising and promotional materials, videos, news clippings or other items that help you tell your unique stories.

**Additional Information:** Please add any other information that you would like us to know about your business (email campaigns, etc). You may also send other supplemental material.

**Application completed by:** \_\_\_\_\_ **Position or title:** \_\_\_\_\_

Complete your submission at [ROTY.petproductnews.com](http://ROTY.petproductnews.com).

Email your submission to: [ppneditor@petproductnews.com](mailto:ppneditor@petproductnews.com) and use "Retailer of the Year" in the subject line.

Questions? Contact us at [ppneditor@petproductnews.com](mailto:ppneditor@petproductnews.com).