

## Independent Store of the Year

Sponsored by Kuboid

### **Mandatory requirements**

- The store must have been open for at least 12 months or have reached mature occupancy levels.
- The business cannot own or operate more than 5 self storage stores.
- Entries must be provided in an electronic version; word document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

### **Format of the entry**

- Place the store name and location at the top of the first page.
- Provide a good quality store photo.
- Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

### **Judging Criteria**

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. If your store has achieved something really special that is outside these criteria, consider entering it in the Extraordinary Achievement Award instead. The judges are looking for a store worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.

#### ***Business Performance***

The facts and figures. How does the store perform in terms of key stats like revenue generated, occupancy, delinquency management and general business performance?

#### ***Location and Construction***

Suitability of the location and construction method for the type of store? Any innovation in construction or design?

#### ***Appearance***

How does the store present overall, inside and out?

#### ***Security***

Do the security features provide customers with appropriate peace of mind?

#### ***Marketing***

What marketing is done at a store or local level to increase the presence of the business in the community?

#### ***Online presence***

How does the store stand out online? What is the online experience for the customer like?

#### ***Pricing Strategy***

How are prices being used to maximise revenue generation?

#### ***Community Environment***

What community involvement or environmental initiatives does the business undertake?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist in the judging process, or to verify the information provided.

If you have any questions about completing this entry, please contact Rennie Schafer, FEDESSA CEO, at [rschafer@fedessa.org](mailto:rschafer@fedessa.org) or +44 1270 623 150.

**Good Luck!**

**Important**  
Submission for entries close:  
Friday, 26 August 2022  
Send entries to [awards@fedessa.org](mailto:awards@fedessa.org)