

**APPLICATION QUESTIONNAIRE**

**Please download this form before filling it in – there is no option to submit the form online. It needs to be saved and emailed to us!**

**Applicant details**

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|  |  |
| Applicant name |  |
| Email address |  |
| Telephone number |  |
| Business / company name |  |
| Is this a limited company? (Y/N) |  |
| Company number, if applicable |  |

**Company information**

We would love to get a better understanding of your brand as part of the judging process. Please include any information about your brand identity, values, and target audience that you think is relevant.

|  |  |
| --- | --- |
| Products or service offered |  |
| Website: |  |
| Trading since (date) |  |
| Background information and trading history (100 words max) |  |
| What do you think makes your business special? (100 words max) |  |
| Annual turnover 2019-20 (if applicable) |  |
| Annual turnover 2018-19 (if applicable) |  |
| Do you have a business plan or a vision of how you would like to grow your business over the next 5 years (100 words max) |  |
| Are you attaching images of products or current shops/displays etc (Y/N) |  |

**Pop up shop experience**

|  |  |
| --- | --- |
| How will you transform the space into an engaging store and offer a great experience for customers (100 words max) |  |
| What element to the visual display (fixtures/ props/ themes) would you look to introduce to stand out and attract customers? (100 words max) |  |
| What are your marketing plans to raise awareness of the shop and drive footfall from opening day (100 words max) |  |
| Will you be ready to trade at St David’s from 1st October |  |
| Can you confirm that you have read and understand the terms & conditions of entry? (Y/N) |  |

**Completed application forms must be sent to**[**Madein@landsec.com**](mailto:Madein@landsec.com?subject=Made%20in%20Wales%20application) **by 11.59pm on Monday 17th August at the latest.**

**By emailing your entry and providing your contact details, you consent to being contacted by the organisers of this competition.**