

About your product (cont)...

Name three things which make your produce different from others in its category:

- 1.
- 2.
- 3.

What is the average selling price of your product? £

About your sales approach...

Why do you think your product will sell in your local centre?

What benefits will shoppers who buy your product get from it?

Application form continues overleaf

About your sales approach (cont)...

In the space below, explain why you think you should have the opportunity to trade in the centre for free:  
Please attach additional sheets if you wish to write more.

Completed application forms should be handed in at the Customer Service Desk or Centre Management by 14th February 2010. You can also apply online at [www.themall.co.uk/makeyourmark](http://www.themall.co.uk/makeyourmark) or [www.retailprofile.com](http://www.retailprofile.com)

**Make Your Mark in Retail 2010 Terms and Conditions**  
 A full set of terms and conditions can be found at [www.themall.co.uk/makeyourmark](http://www.themall.co.uk/makeyourmark) or [www.retailprofile.com](http://www.retailprofile.com)  
**General competition conditions** 1.No purchase necessary. 2.Applicants must have an established retail business to participate in the promotion. 3.Entries are via official application routes only. 4.Closing date for the competition is 14th February 2010. 5.One application form per business. 6.No cash alternative. 7.Applicants must be 16 years or older excluding employees, agents, their families or anyone professionally connected to the promotion. 8.Applicants need to prove they are eligible to work within the United Kingdom. 9.No alcoholic products can be sold from a RMU. 10.No products can be sold that directly compete with our permanent retail offers. 11.Successful applicants can only trade in The Centre if their business and goods are traded within accordance to the below regulations: a.The Trade Descriptions Act 1968 b.The Sales and Supply of Goods Act 1994 c.The Consumer Protection Act 1987 d.The General Product Safety Regulations 2005 e.The Price Making Order 2004 f.The Consumer Transactions Order 1976. **Local trading conditions** 12.Successful applicants will win 2 rent-free weeks trading from a retail merchandising unit. 13.They will be informed w/c 15th February 2010 if they are a winner. 14.Free trading will occur between 1st March and 11th April 2010. Specific trading dates will be given once local winners are identified. 15.Local winners will be required to have public liability up to the value of £2 million. 16.Local winners may be required for publicity. 17.Local judging panel names are available from The Promoter by applying for by post. **Overall winner conditions** 18.Overall winner will commence free trading period on the 10th May 2010. 19.Last free trading day will be the 28th November 2010. 20.Overall winner will be required for publicity. 21.Name of the overall winner will be published online from the 10th May 2010. 22.Overall winner will be required to have public liability up to the value of £2 million. 23.They will be required to fill out a temporary trading license before trading can commence. This is a contract between yourselves and the centre. 24.For a full list of participating centres please visit [www.themall.co.uk/makeyourmark](http://www.themall.co.uk/makeyourmark) or [www.retailprofile.com](http://www.retailprofile.com)  
 The Promoters are: The Mall Corporation (C&R Retail), 10 Lower Grosvenor Place, London SW1W 0EN  
 Retail Profile Level 3, Kirkman House, 12-14 Whitfield Street, London W1T 2RF

# Win 6 months rent free trading.

Enter our competition and you could attract thousands of new customers every week!

Fill out this application form today.

In partnership with



# Want to grow your retail business?

Our Make Your Mark in Retail competition is for any small retail business looking to grow. We understand that the hardest part of growing your business is getting in front of the right customers. Our competition gives the opportunity for one lucky business to do just that and for FREE.

In partnership with Natwest, Enterprise UK and The National Skills Academy we are offering one lucky business 6 months rent FREE trading in one of our centres on a Retail Merchandising Unit. As well as this we also have a whole host of additional prizes key to ensuring your long term business success.



The overall prize includes:

- 6 months free trading in a shopping centre on a Retail Merchandising Unit
- Free business banking for two years
- Access to a business relationship manager to advise you in your financial decisions
- A free place on the National Skills Academy Retail Masterclass
- A free place on the exclusive BSSA Oxford Summer School where you will learn about retail in more depth

## The overall prize is worth well over £15,000

All you need is to be over 16 years old, have a retail business which you are ready to expand and public liability insurance of at least £2 million.

### What is a Retail Merchandising Unit (RMU)?

A RMU is a smart, contemporary retail sales unit constructed from high quality materials and located in a prime position within our shopping centres. It's the perfect platform to showcase your products and make direct contact with thousands of customers as they pass through the centres. Our RMUs come fully equipped with lighting, power and storage for stock, so you have everything you need to get you started.

### What products can be sold from a RMU?

Anything and everything, provided it doesn't take up too much space. Arts and crafts, seasonal products, fashion, cosmetics, cards and gifts – all are suited to this high impact, high visibility, high footfall retail platform. Shoppers are always looking for something new that no-one else sells, so a RMU is ideal for entrepreneurs with the latest must-have gadget or fashion item. Products that people can touch and feel sell particularly well, and RMUs are perfect for product launches and test marketing.

## Our previous winners

### Daisy's Dog Deli our 2008 winner

Lisa Gosling entered the Make Your Mark In Retail competition with her retail business 'Daisy's Dog Deli'. 'Daisy's Dog Deli' was devised by Lisa to combine her passion as a chef and a dog-lover. Her business provides handmade healthy and organic handmade dog treats which can include bacon and cheese muffins as well as birthday cakes and seasonal hampers!

Lisa was a clear winner due to her sheer passion and ambition to make her small business a success.



### Initially Yours our 2009 Winner

Terry Loran, a 59 year old father from Toddington came up with the idea for the business when his wife Janis noticed a gap in the market for flexible personalised merchandise for special occasions. Scoring top marks in three of the five assessed criteria, Terry impressed the judges with his professional approach to running the business, excellent customer service, and the quality of his bespoke merchandise.



If you would like the chance to be our next winner and really help grow your business with us, read on to find out more about how to enter.

## How the competition works;

### Local Heats

The competition process is simple:

1. Fill out the application form on the page opposite, this includes questions about you, your products and their unique selling points
2. Closing date for entries is **14th February 2010**. Hand your completed application form back to either the Customer Service Desk or Centre Management office. You can also apply online at [www.themall.co.uk/makeyourmark](http://www.themall.co.uk/makeyourmark) or [www.retailprofile.com](http://www.retailprofile.com)
3. Your application form and products will then be judged by a judging panel in your local centre. These judges will be looking for innovativeness, commerciality and relevance of your product to the local market.
4. If you are successful, you will be asked to come in and trade for free for 2 weeks to prove your product sells. You will be assigned a two week slot between 1st March and 11th April 2010.
5. After this period your sales figures and other criteria will be compared against other local winners and the most successful business will be nominated to go through to the overall final.

### The competition final

The competition final will consist of local heat winners from around the country who have proven the success of their business in their local centre. These nominees will be put forward for the overall competition prize.

Our judges for this years' competition will include:

- **Ken Ford**, Executive Director C&R Retail
- **Martin Kemp**, MD, Retail Profile
- **Scott Cain**, CEO, Enterprise UK
- **Tracey Duggan**, National Account and Product Manager, NSA for Retail

**The winner will be announced w/c 26th April 2009. The free trading period will begin on the 10th May 2009.**

Terms and conditions do apply to the competition and free trading periods so please ensure you have read them through thoroughly before you apply.

## Make your Mark in Retail Application Form

### About You...

Name

Address

Postcode

Telephone

Email

Date of birth (proof of age may be required)

DD/MM/YY

Your local centre (if applicable)

### About your product...

What is the name of your retail business?

What products do you sell as part of your business? Please list and describe for us.

Please provide a photograph or sample of your product. Applications forms without these will be invalid.

Application form continues overleaf