

Business Development (Chain) Award 2017

** Open to all pharmacies with more than 3 stores*

The Menarini Business Development (Chain) Award serves to recognise those who have displayed success in terms of sales, training, recruitment, customer service, product development or other areas of business development.

Entries should demonstrate an innovative approach to creating new business, and outline the timescales, objectives and results of the initiative.

Judges will look for a business initiative that stands out in terms of its scale, scope or approach. This award will credit the company that has demonstrated excellent levels of customer service backed by clear standards and adequate monitoring performance.

Judges will be looking for:

- Clear demonstration of an identified need and personal rationale along with details of the process of implementation from concept to design, planning and results
- Evidence will be displayed for plans for further research and development
- Evidence of a sound business plan, sales and marketing strategies
- Strong leadership skills with the ability to drive the business forward Innovation and ambition

WHO CAN ENTER?

This category is open to all Pharmacists and their teams working within the chain pharmacy sector. Applications can be through nominating an individual or yourself. Previous Irish Pharmacy Awards Business Development (Chain) Award entrants, including winners, are also welcome to submit entries.

All entries will be judged by an independent panel of experts and the winners will be announced at the Irish Pharmacy Awards on Saturday 20 May 2017, Clayton Hotel Burlington Road.

HOW TO ENTER:

For each award category you wish to enter you must fill in your full contact details in the spaces provided and ensure you answer all the questions. Your application must not exceed 800 words in answering questions one to four. Please continue on a separate sheet if necessary.

Supporting material is permitted. Please note your supporting material does not count towards your 800 word limit.

Send a maximum of 4 high resolution images to accompany your application (of the nominee and/or the pharmacy/team along with any additional material to support your application.

DEADLINE FOR ENTRIES: 24 March 2017

Your Details:

Name of Entrant:	
Pharmacy:	
Pharmacy Telephone:	
Mobile:	
Contact Email:	

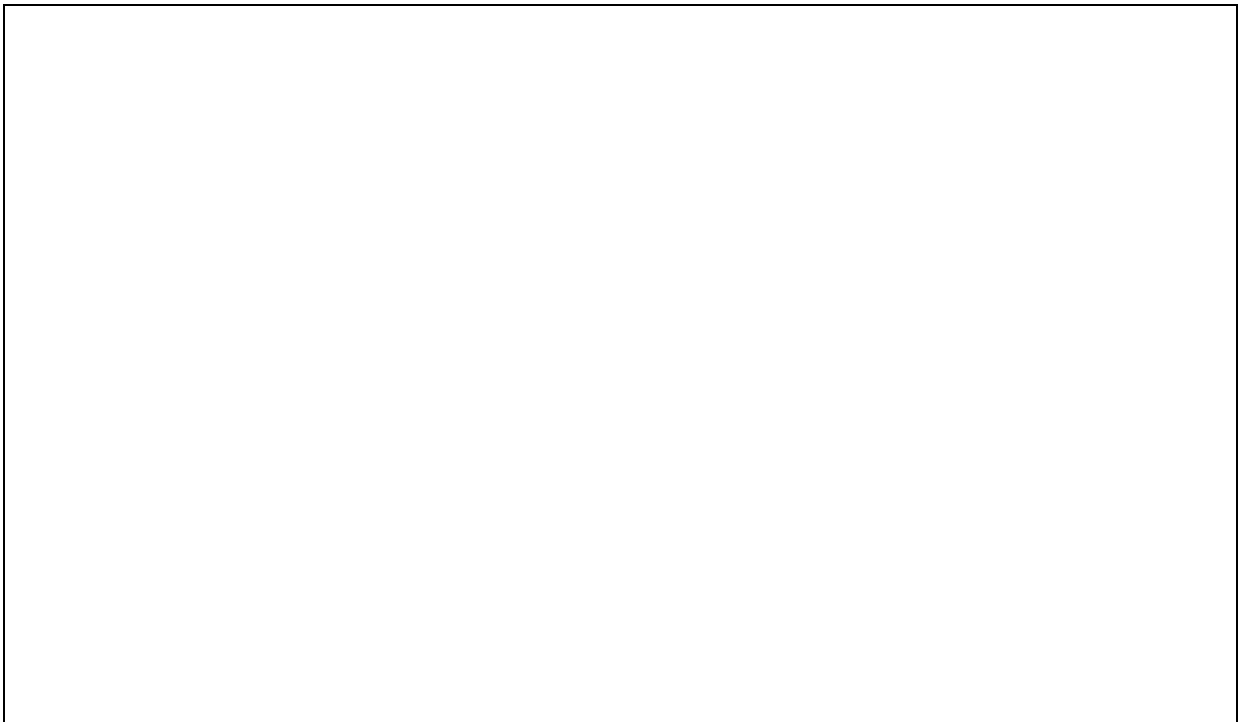
Nominee's Details:

Name of Nominee:	
Pharmacy:	
Pharmacy Telephone:	
Mobile:	
Contact Email:	

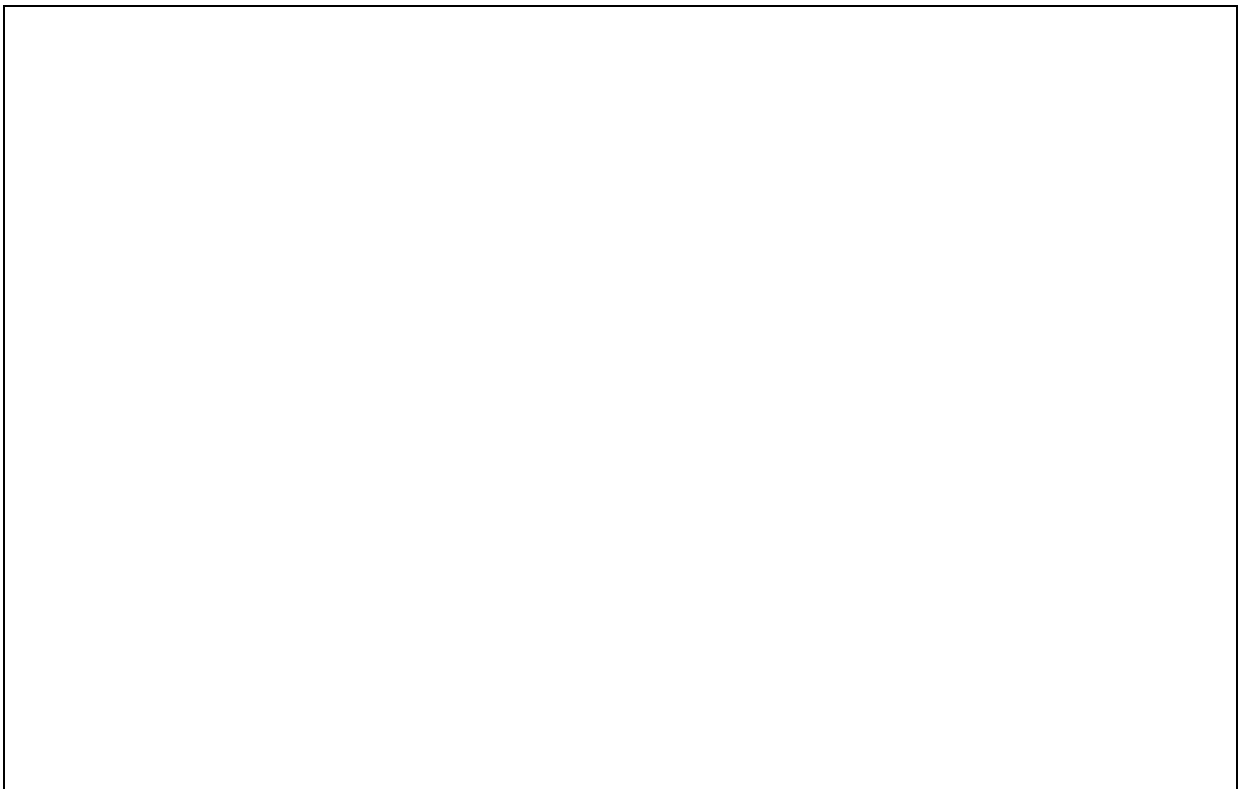
1) Please outline the key challenges for the business that were tackled by this development initiative?

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2) How did you identify, engage and involve stakeholders? How were people from your business involved in supporting this development initiative?



3) What were the main objectives of this initiative and how did the pharmacy business, and the team, set about achieving them?



4) Please give evidence on the impact this business initiative has had on the pharmacy business and on the community it serves.

5) Please outline below in no more than 800 words why this project deserve the title of Business Development of the Year (Chain) 2017:

