

The GIMA Awards 2010



GCA Supplier of the Year Award Entry Form



CLOSING DATE FRIDAY 11th JUNE 2010

In your opinion, which is the top manufacturer or supplier to the UK garden market since the start of the current seasonal year in October 2009 to June 2010?

Taking into account their overall performance, please write a short paragraph on the reason for your number one choice in the space provided.

Factors you may wish to take into account could include :

- | | | |
|---|---|---|
| 1. Product range | 4. Reliability of supply | 7. Marketing expertise including local & national advertising |
| 2. Abilities & effectiveness of their sales force or agents | 5. Packaging & product presentation | 8. Sales Achievement |
| 3. Margin Potential and profit return | 6. In-store marketing and merchandising | 9. New Product development |

In making your choice, you should not take account of the size of the company, nor the extent of their budget; it is how they make the most of their opportunities, how creative is their approach to the marketing and selling of their products, and how supportive they are in their partnership with their customers.

My top manufacturer / supplier is:

The main reason for my choice is:

Name:

Date:

Garden Centre:

Please either post, email or fax back this form to:

Rebecca Abbott, GIMA, 225 Bristol Road, Edgbaston, Birmingham, B5 7UB

Fax : 0121 446 5215

info@gima.org.uk

sponsored by:



The Garden Industry Manufacturers Association (1999) Limited

225 Bristol Road, Edgbaston, Birmingham B5 7UB

T: 0121 446 5213 F: 0121 446 5215

W: www.gima.org.uk E: info@gima.org.co.uk

